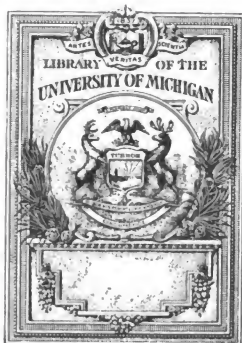


# THE SODA FOUNTAIN

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# THE SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
= FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK

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VOL. XX

NEW YORK, JANUARY 1921

NO. 1

# 1921

and  
*True Fruit  
Quality  
Bring  
Prosperity*



## J. HUNGERFORD SMITH CO.

ROCHESTER NEW YORK



## *The HOUSE of GREEN*

The home of "Polar" soda fountains, of the city of Philadelphia, in the State of Pennsylvania, takes sincere pleasure in extending greetings to the trade and best wishes for a Prosperous New Year.

We are grateful for the business that it has been our good fortune to secure in the past and we have endeavored to prove worthy of the confidence of our customers.

The year of 1921 will record many important changes in soda fountain equipment. The house of GREEN is ready to serve in the same faithful manner as of old, plus modern methods and improvements.

**1874**



**1921**

Forty-seven years continuous business in the same location, under the same consecutive management.

# The 1921 "Polar" Catalog

Entirely new and ready for mailing to prospective buyers. Complete from cover to cover with the latest practical ideas and illustrations of our line of standardized fountains of from six to sixteen feet in length.

— INFORMATIVE —  
*That's the word*



"The Polar Line" (booklet) number seven issue, is being mailed to 25,000 addresses. If you do not receive a copy, ask for one.

Catalog of carbonators and descriptive booklet of our Patent Automatic Draft Arm may be had if you are interested.

Expert Soda Fountain Salesmen are at your service, without any obligation on your part.

## **ROBT. M. GREEN & SONS**

**Established 1874 at Broad and Vine Sts.**

**PHILADELPHIA  
PENNSYLVANIA**

# THE SODA FOUNTAIN

Title Registered in the United States Patent Office

VOL. XX

NEW YORK, JANUARY, 1921

No. 1

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## Pushing Business in Winter

The day when the soda fountain was operated for a certain season of the year, like the provincial theater, has passed, and now nearly every community has its establishments which are conducted as an all-the-year-round proposition. The extension of the hot soda business and the luncheonette has made it possible for the soda fountain owner to establish and hold its regular customers throughout the year. In this direction lies the dispenser's opportunity. Habit exerts a powerful influence upon the average individual, and the fountain devotee is no exception to this general rule. He will go where he is well served, for he heeds not the withering heat of Summer nor the Arctic blasts of Winter when his thirst or appetite is urging him on. The "open shop" appeals to his imagination, and he goes where he can obtain, if he so likes, either ice-cold beverages or steaming drinks when the mercury is plunging zero-ward. The winter menu has added reputation to many a fountain and the profits therefrom have contributed to the success of many an operator. The hint is obvious; push your fountain business throughout the year.

## Fountain Men and Falling Prices

Reports from various sections of the country indicate that fountain operators are marking down their retail prices for various beverages, sundaes, ice cream, and the like, following in this respect the tendency throughout the country to bring about a reorganized cost of living. This lower price movement is evidence that the people as a whole want lower prices. Business men generally are readjusting their schedules to meet the changing conditions as shown by lower wholesale prices, smaller sales, diminished loans and reduced production and employment predominant in every section of the country.

Undoubtedly, the day of the 25-cent ice cream soda or 35-cent sundae is a thing of the past, except in certain localities and in shops catering to a

fashionable clientele. As a business proposition, if the changing conditions are to be successfully met, the readjustment to lower prices imposes upon all fountain men the necessity of familiarizing themselves with general market and financial conditions, the cost of materials and of operation, and the possibilities of holding trade and even of increasing it while retrenchment is under way. One problem in this connection will be that of fountain help, for dispensers and assistants must also accommodate themselves to a revised wage scale. War conditions still obtain in the imposition of the tax on fountain beverages, however, and this fact must not be forgotten in the readjustment of prices. Take it all in all, soda fountain proprietors will be expected to contribute their share in the reorganized cost of living, but in this respect their prospects are as bright and promising as that of the majority of business men. With lower costs and business energy, there is no reason why operators should not finish the current year successfully and with a good cash balance to their credit.

## Use of Fountain Beverages Growing

The consumption of soda water has never obtained the position in other lands that it occupies in this country, although there is some evidence to show that the use of carbonated beverages is generally spreading throughout the world. That this is the case, we have only to recall the numerous references that have been made in this journal from time to time of the inroads the soda water vendor is making in other countries than our own. Only in our last issue appeared a story of how the advent of the carbonated beverage in India was bidding fair to break down the centuries-old caste system of that far away land. During the progress of the World War, and the presence of Canadian and American soldiers in France and England, the use of such beverages contributed not a little to the popularity of the American custom and its companion practice of eating ice cream. In Canada, the soda fountain is almost as common as it is here, while in the Republic south of us, the demand for carbonated beverages is on the increase, adding emphasis to the contention that the practice of drinking these beverages in American fashion is indigenous to the United States.

That South America has but few soda fountains is explained by the fact that the people in those countries prefer to sit down quietly at a table and have a beverage served to them where they can drink it at leisure. The American idea of

rushing up to a soda fountain, getting a quick drink, taking it in about two swallows and hurrying away does not appeal to the average inhabitant of South America. In Australia, it would appear that the soda fountain is really coming into its own, and the business is assuming large proportions. Just how much of this development can be traced to the Anglo Saxon strain in the population is somewhat problematical, but the fact remains that those countries which can trace their origin back to similar beginnings have developed the greatest liking for such beverages. On the other hand, similarities in climate and other factors have undoubtedly played an important part in developing the soft drink industry.

In this issue reference is made to the beginnings of the soft drink and ice cream industry in Japan, the mere relation of these facts showing that the Yankees of the East are taking up the customs of a younger civilization. The Japanese were quick to "catch on" to the popular American game of baseball, and now travelers returning from that country tell how the game is played at the universities and in almost every village where boys and young men can be found. In the aftermath of these contests, what is more natural than that ice cream and sundaes in approved American fashion should find devotees? Can any one familiar with the history of this great American industry and the delights it has brought to this country say that it will not contribute something to the further advancement of civilization?

### Partners

When men engaged together in a business enterprise get along comfortably and agreeably year after year, something more than a successful pooling of business interests is implied. It is the existence between the partners of mutual confidence and respect, of plain, old fashioned friendship. For the mere making of money does not account for a happy association extending over any considerable period of time in which men are required to give and take, bear and forbear, and see things through one another's eyes unjealously. It can be attributed only to friendship, which therefore should be a prerequisite of the partnership agreement, for without it no really satisfactory relation of that nature can exist.

The worst thing that can come about in a business, is a bickering, fault-finding attitude by its owners towards one another. It destroys co-operative effort, weakens discipline among employees, and is the death of "team work," the thing which is the very reason for all partnership and corporate existence.

Most of the troubles in this life, including those between business partners, can be cured by the exercise of patience, good humor and fair concessions. If a business man feels that he is acquiring a grouch towards an associate, he should get away from his place of business and either walk it off out in the open or laugh it off at the theater. At any rate, take his ill humor away from his business and get rid of it, somehow, anyhow, and as quickly

as possible. In speaking of the bad effects of a grouch in the executive office of a business, a contemporary says, tersely and truly: "It costs money."

### Catering to Women Patrons

A statement frequently given currency by self-constituted observers of the "passing show" is that nine-tenths of the money of the lower classes and three-fourths of the money of the well-to-do is spent by women. Whether this observation truly reflects the facts or not, we are unable to say. But that it has a positive application to the fountain operator's clientele, there can scarcely be any doubt. Women have long figured among the dispenser's best customers, and for them he has concocted the most delicious and elaborate sundaes, the daintiest beverages, the most delicately flavored creams and ices. Such customers have also exerted a salutary influence upon the character of many shops, spurring the proprietor to greater endeavors to keep his place immaculately clean and to furnish them with delicacies which would appeal to their esthetic tastes. Go where you will, the fountains that are conspicuous successes are patronized extensively by women, and it is to them the wise dispenser will cater.

### Make It Easy For New Customers

One of the fundamental tenets of modern merchandizing is to make things as easy as possible for the customers. Departments are arranged, goods are displayed and printed cards placed with a view to helping the customer to find what he or she wishes without asking questions. Many people dislike being obliged to make inquiries. Different soda fountains now have three distinct methods of handling receipts, direct payment to the clerk, prior purchase of checks and payment of checks after serving. Whichever method is used it is a courtesy due to new patrons that the procedure to be followed be plainly indicated. Many people are unreasonably embarrassed if they start to do the wrong thing and are corrected and it is not an unusual sight in a soda fountain to see one or more strangers looking uneasily around to discover whether they need to buy checks first or not. Help them out with a few courteously worded notices.

### A Flood of Legislation Coming

This year nearly all the State legislatures will be in session and no gift of prophecy is needed to foretell that a great number of new laws will be passed. It is equally certain that a high percentage of the laws will be foolish and unnecessary and a goodly portion of them will be restrictive. It is up to soda fountain men in the respective states to see that their business is not unreasonably hampered by foolish rules and restrictions though they should not put themselves in the position of opposing wise sanitary regulations. We have mentioned the danger of unwise legislation before but it is a case where eternal vigilance is the price of liberty.

# February Fancies for the Dispenser

## Anniversary Days Present Opportunities for Linking Business with Sentiment and Celebrations

**T**AKE note of Ground Hog Day or Candlemas day. It is called Candlemas because upon this day there is a consecration ceremony of lighted candles to be used in the church during the year. It is known as Ground Hog Day because if the wily old ground hog comes out and sees his shadow, he knows that the weather is going to be cold and stormy, and so he retires to take his comfort for another six weeks.

A rather unusual window could be planned by borrowing or renting some fur-bearing animals properly mounted, from a nearby fur store or taxidermist. Put these in the window with a big, yellow sun in the background. Use two or three yellow banners which read as follows:

Let The Ground Hog See His Shadow.

Hot Drinks For Cold Days.

Hot Chicken Bouillon For Ground Hog Weather.

### Menus for Lent

Ash Wednesday or the first day of Lent, falls this year on February 9. Lent as everybody knows, is the forty days of penitential period marked by self-sacrifice and prayer, and ending Easter Sunday, observed by many religious bodies. Ash Wednesday is so called from the ceremony of sprinkling ashes that day upon the heads of penitents.

A special Lenten menu might be planned, eliminating meats and meat extracts such as bouillons, and offering fish chowder, fish sandwiches, and some suitable, light and dainty drinks and desserts.

### Linking the Fountain with Lincoln

Lincoln's birthday which comes the 12th of February, is a legal holiday in California, Colorado, Connecticut, Delaware, Georgia, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Mississippi, Montana, Nebraska, Nevada, New Jersey, New York, North Dakota, New Mexico, Oregon, Pennsylvania, South Dakota, Utah, Washington, West Virginia, and Wyoming.

There are still a few people in many localities who saw Lincoln or heard him speak, or who have personal recollections of an interesting character, for the great American was born in 1809. Why not offer such people who saw Lincoln with their own eyes, or who have a personal reminiscence of value, free refreshment at the fountain on Lincoln's birthday? Then tip some local reporter off to write the matter up, giving your fountain suitable mention.

A Lincoln Day window is not a difficult thing to arrange. The trouble is that so little thought is usually put on it that it does not attract much attention. The use of the national colors and a single picture of Lincoln has been used so often as not to be unusual in character. Why not offer a five dollar gold piece, or a one dollar gold piece, as a prize for the most unusual picture of Lincoln

loaned for a Lincoln Day display gallery in your window, and everyone loaning a picture or a souvenir, to be the recipient of a free fountain treat? Link up the Lincoln idea with your fountain by a banner or display card which reads:

Lincoln believed in the rights of the common people. He believed in the right of all to maintain life, liberty, and the pursuit of happiness. Nourishing fountain drinks will increase your efficiency.

Do something unusual, if it is only to devise a Lincoln Day Special of worthy character.

Georgia Day is a legal holiday on February 12th, in the state of Georgia, and should be noticed by fountains whose proprietors wish to do honor to that grand old state.

### Noting St. Valentine's Day

February 14th is the time-honored Saint Valentines Day when the patron Saint of Lovers is celebrated. Naturally, hearts are trumps.

A very simple way of taking note of this at the fountain, is to purchase some small, pink and red, heart-shaped candies, and to use them as decorations on desserts and ice cream orders, and to serve small, heart-shaped cakes, cookies, and fancy heart-shaped sandwiches with five o'clock tea or orders of hot drinks of any kind. A Valentine Lunch consisting of two "heart-felt" sandwiches, a cup of hot coffee with whipped cream, and a special dessert called Lover's Dream should be a winner among the young people.

A Valentine Party to which the public is invited for Valentine refreshments on the evening of the fourteenth, could be made attractive and profitable by having a program of music, suitable Valentine decorations, and another feature of interest could be added by giving a percentage of the evening's receipts to some local, worthy charity. This always brings in a number of people who would not otherwise be interested.

### Other Anniversary Days

February 14th is also celebrated as Administration Day in Arizona.

February 15th commemorates the destruction of the battleship Maine in Havana Harbor in 1898. Some very interesting souvenirs could be assembled for there are veterans of the Spanish-American War in almost every locality. A Bulletin of such veterans posted in the window, would attract attention, and each of these people might also be given a free treat, cementing their friendship and loyalty to your store.

February 18th is observed as Mardi Gras in Alabama, Florida, and Louisiana. Flowers, artificial or real, should be used freely. A small float can be fixed up in the window, with fruits and a

beautiful figure symbolizing the Queen of the carnival. A lay figure can be used for this and she can be crowned with flowers and represented as about to drink a soda. The menu can be of a floral note as far as the names of the Leaders go.

#### Cherries and Washington's Birthday

Washington's Birthday falls on the 22d of the month. He was born in 1732. A suitable window can be arranged. Serve a Washington Sundae—ice cream with a dressing of preserved cherries and a little paper hatchet thrust in one side.

To focus attention on your window, get from the nearest florist, two or three good-sized plants known as the Jerusalem cherry tree. At this season of the year, these cherry trees are full of rich fruit just the color, size, and shape of a cherry, although this fruit is not edible. Use hatchets freely in the decoration. Propound the query,

How many cherries grew on the tree which George Washington cut down and couldn't tell a lie about? The one proving his guess to be right or giving the best reasons for such guess, will be given the choice of these cherry trees.

Do something unusual. Get people to smile and afterwards follow up what you have done by some humorous remark in your advertising, or some good-natured word of approval concerning the co-operation and interest of people generally. It is easier to catch flies with molasses than with vinegar!

#### Gastronomic Side Lights

George Sand, the famous French author, not only liked sauces but excelled in making them. Lincoln, in the days when he did his own marketing, often stopped at a certain shop for his favorite—gingerbread. He used to say, "It swells up and makes me feel as though I had had something." Stonewall Jackson delighted in buckwheat cakes, in season and out of season.

Ralph Waldo Emerson was exceedingly fond of pie, especially that made of plums, which fruit he called the "fruit of Paradise." Dr. Holmes, on the contrary, said of the peach: "When nature has delivered it to us in its perfection we forget all the lesser fruits, and if not found by the river of life an earth-born spirit might be forgiven for missing it."

Charles Sumner's private secretary tells of that statesman's devotion to chocolate creams. When Andrew Jackson encountered ice cream at a dinner given by Mrs. Alexander Hamilton, he surrendered to the dish at "first taste" and swore "By the Eternal" he would have it at the White House, which he did. Washington was noted for his fondness for hickory nuts, and the amount he could consume.

In this connection a remark of a celebrated French Bishop is recalled. He said: "Doubtless God could have made a better berry than the strawberry, but doubtless God never did."

Although the Hawaiian Islands form one of the richest sugar producing districts in the world, refined sugar is higher in price there than on the mainland. This is owing to the fact that there is but one refinery on the Islands and this is inadequate to supply the local market. Plantation owners have decided to erect several small refineries and lower prices are expected as soon as these are placed in operation. Considerable of the sugar used on the Islands is sent to San Francisco in the raw form, refined and shipped back, a trip of more than four thousand miles.

#### Girls As Fountain Attendants

A great many druggists have tried girls as dispensers with highly satisfactory results. There is no reason in the world why girls can't mix syrups and dispense soda water. There may be some heavy lifting in the mixing department now and then, but the porter can attend to that. Girls have everywhere made good in the business world. As a rule they are notably faithful to the interests of their employer. They are neat, efficient, painstaking, and honest. Daintiness is an attribute not to be overlooked and most girl dispensers possess this to a notable degree.

There are certain things requisite to the successful operation of a soda fountain. We must have cleanliness. Certainly woman does not take second place when it comes to that. A dispenser should have tact and politeness, and women are not deficient in either of those qualities. Personal neatness is desirable, and again the girls score. In decorating the fountain, they should take a high place. A certain amount of deftness or dexterity is necessary in mixing drinks, and you need only watch a woman in her home to realize that she can concoct cooling drinks in a manner calculated to please the most fastidious. Dainty sandwiches, nut and fruit novelties, and special drinks now form a part of the ordinary fountain menu, and the list is growing all the time. In serving these, preparing the same, and in working out new ideas, women should shine. It is their natural sphere.

And we see no harm in having a dispenser who is attractive to the eye. Some of the world's largest dispensers have for years employed girls at the fountain. Good humor is not the least valuable attribute one could mention, and you seldom see a grouchy girl. Emerson mentions this in one of his essays, and with such eminent authority on our side, we confidently put forward our claims. So if you can't get boys to operate the fountain, try girls.—Wm. S. Adkins, in the *National Druggist*.

#### RHYMES OF THE SODA FOUNTAIN

There was a fair maid of Lagoda  
Who went in to buy her a soda.  
She found it so fine  
That at last she'd had nine,  
Which she said she feared might overload her.

There was a young lady of Lynn  
Who was so exceedingly thin,  
That when she essayed  
To drink lemonade  
She slipped through the straw and fell in.

There was a dear girl of Lamountain  
Who got her a job at a fountain.  
Her smile was so sweet  
On the patrons she'd meet  
That the profits went up beyond countin'.

Who is it that makes up our drinks with judgment, skill  
and care?

Who serves us pie and sandwiches, and other dainty fare?  
Who passes out the little checks and charges all he can?  
The milkshake-shaking, sundae-making soda-fountain man.



# The Soda Fountain in the Small Town

## A Consideration of Possible Patronage Where the Buying Public Seems to Be Limited in Number

**N**EARLY all of the soda fountain plans for stimulating bigger business as reported in trade publications have to do with business conditions in towns and cities where there are a good many people stirring about all the time, and a reasonable opportunity for reaching out and attracting new customers almost any hour of the day.

But in the case of the small town or the village so located that the mornings are quiet and many of the afternoons also, and where the greatest stir is on a Saturday and Saturday evening when the farmer people come in to trade,—it is different. Some of these people feel that their needs are not taken into account, and they argue also that the places suggested for their friends in the larger places seldom apply to them.

Now, it is true that no trade magazine can possibly reach out, and tell the soda fountain proprietor how to throng the streets of a small place with a metropolitan crowd. Nevertheless, it is entirely possible to stimulate more business than is often done.

### Considering the Surroundings

Take the case of Jones Blakiston for instance. Jones knew everybody in Blakeville, and for ten miles around, for he had grown up in that locality, and had scoured the country on his wheel as a boy, and had clerked in the grocery store across the way when he grew older. He saved up some money, and started an ice cream and confectionery store in a corner location, purchasing a second-hand equipment in a city some twenty-eight miles away. Jones was able to meet his payments on his stock and apparatus, but he was troubled because there was so much of the time that there was not a customer in sight.

He spent many a half hour in his doorway looking up and down the broad main artery of the village. Automobiles went skimming through, but few of them stopped. After school was out, a few students, particularly from the High School, patronized his place, and the surrounding business people dropped in occasionally, and patrons now and again from the residential part of the town.

### Reaching Out and Bringing in Customers

For awhile, Jones took it for granted that there was nothing he could do about it. Then he read somewhere of a town of six or seven hundred people where a grocer did a business of several hundred thousand dollars per year. He did it by reaching out and bringing people to him, and by encouraging a larger volume of purchases on the part of such customers.

Jones began to wonder how he could apply the same plan to his own soda fountain business. He got his first tip when a representative of the State Department of Health visited the school, and de-

clared a very large number of the children to be suffering from malnutrition. Jones lost no time in featuring a Nutrient Menu especially adapted for children. Upon it appeared milk shakes, egg and milk shake, hot and cold malted milk, simple ice cream combinations, sandwiches, and hot broths and bouillons.

### Advertising as an Investment

He did a good deal of advertising to prove to parents that it was not an expense but an investment to provide their children with many light refreshments once or twice a day, for a well-nourished child does not succumb to diseases nearly as readily as a sickly one. He figured out just what it would cost per month, and offered to open up charge accounts with the children provided such accounts were authorized by parents.

To make it easy, he distributed special order blanks throughout the schools, so that all the parents had to do was to fill in the name of the child, and to sign the blank. Business began to be much more brisk.

Jones Blakiston now looked around his establishment with something of displeasure. It was filled up with cheap advertising pictures, and was none too clean. He went at it, and scrubbed and scoured until the complexion of things was changed. Then, he had the walls calcimined in rich creamy buff, and put in hangings of bright cretonne with a large figure showing shades of rose, dull blue, and black. New tables and chairs, and a linoleum on the floor made the place as cityfied as anyone could wish.

The next thing was to get the customers. Our friend estimated that he did not attract on an average of more than one in thirty who went into the other stores on the street. He figured that if he could attract two, he would double this class of his patronage, and if he could win a quarter of them, he would make a substantial gain. This is what he did to reach out and influence those other people.

### Introducing New Features

He put in a modern, attractive, string of three crystal show cases. In one, he put a high grade of box candy; in a second one, a very fine assortment of homemade candy prepared by a local expert; and in the third, a mouth-watering display of baked delicacies brought in fresh every morning by a local cook of renown. There were fried cakes, and pies, and loaf cakes, and rolls, and salads, and other good things. The local paper told of them, and also said that orders would be taken twenty-four hours in advance for special supplies.

### Music as a Drawing Card

It was surprising how people suddenly woke up and found out where Jones Blakiston was located,

and while they were on the spot, many of them were reminded to eat and drink at his fountain. A fine phonograph was put in, and every afternoon, a little concert was given, and many times Mr. Blakiston's twin daughters dropped in, and one played on the violin, and the other on the piano, for an old-fashioned square piano had been picked up of simply wonderful tone, and with a really beautiful case, for twenty dollars. Blakiston found that he could get any number of them at that figure, for a musical dealer in the city less than thirty miles away had a storehouse half full of them.

It began to be the fashion in Blakeville for the ladies to go to market in the afternoon, or to go to the library, or shopping, and to drop in for a cup of hot chocolate, or a dish of delicious ice cream. The people were really well-to-do, and they were glad of some diversion. Then, cleverly directed advertising and satisfied patrons carried the news to surrounding towns and villages of the Blakiston Soda Shop with its good things for sale to eat. And motorists began to come that way, and to stop, so that it was not unusual to see a double line of them on either side of the street numbering twenty and thirty cars.

#### Using Local Activities

Jones rubbed his hands in glee to think that he had actually been able to bring people to him. He did not stop at these means, for he was instrumental in getting himself elected president of the local Chamber of Commerce, and as such, he was able to pull a good many wires to the end of getting a rather exclusive girls' college to locate on a very fine estate at one edge of the town facing a small lake of great beauty. He just reckoned that those girls would be fine patrons, for there would be so little otherwise in the way of diversion.

Then, he and several others of far-seeing vision went at it to get better roads leading into Blakeville from every direction. They succeeded. A number of them founded a stock company, and put up a small local theater, managing it so as to appeal to the better class of people with money. This brought more people to Blakeville every day in the week than ever before, and of course, he advertised his soda shop and bake goods service on the Silver Screen.

#### Still Reaching Out for Business

To make a long story short, Blakeville has more than doubled in size. Several industries have located there. People who used to go elsewhere to trade, now follow the good roads into this little town. A telephone, the parcel post, and a couple of bus lines serve people who send in their orders each morning, or whenever it pleases them, for the good things he has to sell.

Moreover, the candy maker and the local cook of renown have been obliged to call in help, for Jones Blakiston has agencies for these goods in the city twenty-eight miles away, and in another city thirty-five miles away, and everybody is profiting handsomely.

He no longer has time to stand in the door and scowl because nobody stops, for he is so busy wait-

ing on customers that if there is a dull spell, he is glad of it to get a chance to get ready for the next crowd.

### A Noteworthy Place

In every town, village, and city, there is a noteworthy place to eat and drink, to buy candy and to indulge in soda fountain refreshment. You may not have thought of the matter in just this way, but facts are stubborn things, and there is always someone who leads in the procession. Who is it?

If it is your neighbor, how has he achieved this position of leadership? What is he doing that you are failing to do? Don't excuse yourself by offering the argument that he has a better location or a finer equipment or has been longer on the ground. All of these things may be true, but resourcefulness, persistence, and intelligent concentration will overcome almost any handicap.

If you are the fortunate one who boasts of this leadership, what are you doing to maintain it? What are you doing to make capital of it by helping others to realize that yours is the noteworthy place?

Have you never gone to a city and said, "While I am there I am going to eat or drink at some famous place, or visit some well-known institution"? These are noteworthy for some reason—there is always a reason! There is no such thing as luck or chance. Don't forget that!

If you have an ambition to be the proprietor of the noteworthy soda fountain of your locality, there is no reason in the world why you cannot realize this ambition. All you have got to do is to go about it in a sure-fire way. You must make your place, your service, or both, distinctive. You must advertise. You must reach out for the right class of patronage. You must enlarge your selling horizon by calling the attention of motorists and tourists and suburban dwellers to your soda fountain and what it offers. You must be prepared to keep your announcements constantly in the public eye, and to place them where they will be seen by the greatest number.

Because the other fellow is not doing this is no reason that you should not. Perhaps it has never occurred to him that it would be money in his pocket to be the proprietor of the noteworthy establishment, but now that you have seen the vision, and got the idea of the possibility of what it would mean in dollars and cents and satisfaction, nothing need stop you! Take advantage of the present to build for the future such a noteworthy place that your children and grandchildren will be proud to point to your achievements.

#### Illinois Ice Cream Men Meet

At the twenty-first annual convention of the Illinois Association of Ice Cream Manufacturers held in Chicago, Ill., December 9 and 10, officers of the association for the ensuing year were elected as follows: George R. Court-right, of Rockford, president; L. W. Roswell, of Peoria, vice-president; and N. Lowenstein, of Chicago, secretary-treasurer.

# Sugar a Constituent of Many Plants

Probably the Oldest Sweetening Material Known to Man  
Came from the Palm and Cane Grown in India

**S**UGAR in greater or less quantities is distributed throughout almost the entire vegetable kingdom. The leaves of the plant are the site of production, which is said to be brought about by the chemical action of sunlight. Some claim the sugar results directly from the action of the chlorophyll in the plant upon the carbonic acid taken from the air, or upon other carbohydrates such as corn syrup, starch, etc., which have been previously produced and are transported and stored up in other parts of the plants as reserve material.

On the evening of a sunny day, the leaves of a sugar beet contain about 2 grams of sugar, of which 1 gram goes to the root. One kilogram of grapevine leaves contains 16 grams of cane sugar, besides 17.5 grams corn syrup, etc. Cane sugar and corn syrup always appear together in plants and the relative proportion varies according to the presence of different organic acids. Therefore, the cane sugar in very sour or acid fruit is inverted by these organic acids. The quantities of sugars found in various fruits are as follows:

Pineapple, 11.32 per cent cane sugar and 1.98 per cent corn syrup.

Strawberry, 6.33 per cent cane sugar and 4.98 per cent corn syrup.

Apricot, 6.04 per cent cane sugar and 7.74 per cent corn syrup.

Banana, ripe, 5.00 per cent cane sugar and 10.00 per cent corn syrup.

Apple, 1-5.40 per cent cane sugar, and 7-13.00 per cent corn syrup.

## Honey the First Sweetening Medium

Sugar is also found in nuts and almonds, figs, melons, chestnuts, clover leaves, onions, oranges, peanuts, timothy grass, etc., but not in sufficient quantities for manufacture. The scope of this article is only to consider such plants which were and are used in the production of sugar and the above list was only mentioned to illustrate the large amounts of sugar found in ordinary food products. It is a well-known fact that honey was the sweetening medium before sugar was known and in this instance the sugar came indirectly from the flowers of all plants.

The oldest sweetening material is undoubtedly the so-called palm sugar from India. This is called "jaggery" or "sharkari," and made from the juice of palms such as the *Phoenix sylvestris*, coconut palms, *Arengha saccharifera*, etc. The sugar palms are planted in rows in dry, fertile land and produce from the fifth to the thirtieth year. The gathering of the juice commences in November and ends in February. A triangular slit, 1 inch deep and 6 inches long, is made under the lowest branches, and a hollow bamboo cane is fastened to the lowest corner of this slit. On the other end of the bamboo

is an earthenware pot. The next morning before sunrise this pot contains a thin, very sweet solution of cane sugar. After drawing the juice for 3 days, the tree must have a rest. One tree can produce from 35 to 40 pounds of sugar in one year. This juice is now boiled down in earthenware pans, sometimes lined with a little lime, and then it is poured into flat dishes made of palm leaves, in which it is dried in the sun. The total annual production amounts to 50,000 tons.

## Maple Sugar First Made by Indians

In the temperate climates of North America the maple is the sugar-producing tree. The time of gathering is in the early spring, after the snow has gone and when the leaves are sprouting. This period lasts not over 5 or 6 weeks. Holes 2 or 3 inches deep are bored into the trunk and one end of a pipe is fitted into these holes, the other end running to a vessel. The juice runs freely for several hours, and then after some hours of rest again runs freely. After cold nights and sunny days the trees give off the greatest quantities, as high as 12 quarts. The juice is evaporated and, after skimming down, is poured into square molds. The manufacture of maple sugar was first carried on by the Indians, especially the Delawares.

Before the arrival of the Spaniards in Mexico and Peru, the natives made sugar-juce and also sugar from the corn plant, *Zea mays*. The sweet corn-plant was pressed and the juice concentrated and cooled. In Toluca, Mexico, the manufacture is still going on, only the juice is fermented and distilled to "Pulque de Mahis," a well-known beverage. The best sweet corn contains as much as 10 or 12 per cent of sugar.

## Sorghum a Roman Sugar-Producing Plant

Sorghum (*Sorghum saccharatum*) comes from Central Africa and was known to the old Romans as a sugar-producing plant. In China sorghum has been cultivated since olden times. There the juice is used direct or is fermented into a beverage. In the west of our country, sorghum was cultivated and a sugar factory was started and kept running for several seasons.

In 1400 and 1500 licorice root was used for the manufacture of sugar.

## Juice of Grape Condensed for Sugar

According to Ibn-al-Awan, the Arabs condensed the juice of the grape in copper kettles, and after clarifying, poured it into flat earthenware dishes and collected the crystallized sugar. This industry was revived through an edict of Napoleon I, in which he offered a premium of 200,000 francs for the first grape sugar factory which produced a certain quantity of sugar. Five hundred pounds of grapes gave either 100 pounds syrup, 70 pounds raw or 35 pounds refined sugar.

St. John's Bread (*Cerantonia siliqua*) has been

used in Africa and Arabia as a substitute for sugar. The solid paste or syrup was used for canning fruit.

The juice of the birch tree (*betula alba*) has been used for the production of sugar in Scandinavia, Scotland and Ireland, and also the so-called dog-cabbage (*asclepias gigantea*). Sugar melons have also been tried in Russia, California and Hungary. Mostly all these processes are now historical and there are only two materials, which are the sources of our enormous sugar production, namely cane and beet.

#### Cane Oldest Sugar-Producing Plant

Of these two, cane is the oldest and possibly originated in India on the river Indus. It was first mentioned in a report of Nearchos, Admiral of Alexander the Great, in which he stated that the natives produce honey and a white, sweet substance from a reed or cane. From India it was brought to the Euphrates, then to Egypt, Cyprus, North Africa, Spain, Canary Islands, and from there to America.

The sugar beet (*Beta cicla*) grows wild on the shores of the Mediterranean and Caspian seas, in Mesopotamia and East India. From these places the sugar beet spread all over Europe. In 1747 the German chemist Marggraf discovered and produced the first sugar from beets, as is stated in a report made to the Berlin Academy of Science. In 1786, Achard, a scholar of Marggraf raised sugar beets especially for the manufacture of sugar and built the first beet sugar factory, the first output of which amounted to 1,600 pounds of raw sugar.—*Dr. C. A. Kern in The Federal Reporter.*

#### Clarifying Cane Syrup

Infusorial earth applied to the manufacture of cane syrup produces a clearer, milder, and more palatable product than is usually obtained by sulphur clarification or by skimming. The Bureau of Chemistry, United States Department of Agriculture, has been experimenting with the new process, and their report, recently published in Bulletin 921, seems to indicate that the day of the dark, muddy, unattractive cane syrup has nearly passed. The use of milk of lime and sulphur fumes to separate the impurities from cane juice is difficult to control properly and not entirely satisfactory. Too much lime makes the syrup very dark in color and too much sulphur dioxide gives it a metallic taste, which makes it generally unpopular.

Skimming, which is another method used for clarifying syrup, usually produces a palatable product, but one that is apt to be discolored by sediment and difficult to standardize.

The new process consists in heating the juice as it comes from the mill to the boiling temperature. At this stage a small amount of infusorial earth—about 12 pounds to 200 gallons of juice—is added, and after mixing thoroughly the juice is pumped through a filter press. The resulting filtrate is bright and clear and ready for immediate evaporation to syrup. No further skimming or other

treatment is necessary. The color will depend upon the care taken to prevent scorching during the evaporation and the flavor of the syrup will be the natural cane flavor. The material added is an inert, tasteless substance which has no action other than to remove impurities from the juice.

The process can not be conducted properly by the farmer who produces only a small amount of syrup by skimming and evaporating, but it does lend itself to small steam factories and to the larger syrup factories of a capacity ranging from a few hundred to many thousand gallons a day. The earth filtration process in a syrup factory handling 50 tons of cane a day will add about 32 cents per ton of cane ground to the cost of manufacture. However, in a plant of this capacity employing the skimming process, the daily loss is figured to be from 25 to 50 gallons of syrup. When using the new method, this loss can be reduced to 3 gallons of syrup. At an average price of \$1 a gallon this means a saving of about \$22 a day.

Another advantage gained by the use of the earth and a filter press is in the saving of time effected. The juice as it comes from the filter press is clean and bright and can be evaporated as rapidly as possible to finished syrup.

#### POWER OF SUGGESTION

That the average luncheonette patron does not know what he wishes to eat and in selecting dishes is guided largely by suggestion, is a well known fact at all lunch counters. An order recently was issued to its employees by the management of a New York luncheonette company to decline courteously but firmly to name over the various kinds of pie on sale even when requested to do so by a hurried patron.

"The boss has told us to let 'um pick 'um for themselves, so as we can keep the day's stock a little more even," a waiter in this place said. "You see, when a man stepped up and asked what kind of pie we had the waiters would reel off 'Apple, apricot, peach, rhubarb, lemon,' just as natural as they would say their letters. And nine times out of ten the customer took the first kind the waiter mentioned, and so long before the closing hour came, we had run out of that kind of pie. Then, as sure as fate, along comes the one man in ten who would have chosen apple pie himself, and he calls for apple pie and will have no other. We have to tell him we are 'just out,' and so is he, for off he goes to some other place.

"But under our present rule 'Let every man pick his own pie' such an incident as this rarely, if ever, occurs. Under the law of averages the orders fall pretty equally over the list of pies, and leftovers are prevented and no one goes away dissatisfied."

#### WELL KNOWN MANUFACTURER DIES

Marshall Elias Gray, 67, of the firm of Gray & Light, Inc., of Bridgeport, Conn., one of the best known manufacturers of soda waters and dealers in mineral waters in the state, died of heart disease last month at his home in that city. With his brother, James Gray, he entered the soda water business at New Canaan, Ct., 40 years ago. In 1887 he moved to Bridgeport and engaged in the same business at 259 Black Rock avenue. One year later his brother-in-law, Owen Light, joined him in the manufacture of soft drinks under the firm name of Gray & Light.

# Why Co-operative Fountain Advertising?

## General Publicity Needed to Bring Benefits to All Operators

By RUSSELL B. STODDARD

**H**ASN'T the time arrived to push cooperative soda fountain advertising and make sure that the banner year of 1920 will be succeeded by an even more prosperous 1921?

This may arouse the interrogatory replies "Why advertising?" and "Why cooperative?" and it seems to the writer that this is the time to discuss those points.

### First "Why advertising?"

The soda fountain business has had a wonderful growth in 1919 and 1920. From a minor and comparatively unconsidered side-line the soda fountain with its attendant luncheonette has risen to the dignity of a billion dollar turnover and has the rather doubtful honor of serving as one of the Federal Government's trusty sources of revenue. This last cannot be regarded as altogether desirable by the fountain proprietors but in this day and age it is the inevitable penalty for appearing openly prosperous.

### Maintaining the Pace the Problem

The progress of the last two years reads like an epic of achievement to those in the business, but the wise ones are thinking more of the future than of the past and remember that the dimes and quarters of 1920 ring no tunes on the cash registers of 1921. The big question is whether the soda fountain can maintain during 1921 the rapid pace in increased business which was set in 1920. That it can hold all business gained is accepted as axiomatic, but its business can grow only through further increase in the demand for what it has to offer.

Is this increase in demand coming? That question is best answered by a glance at the causes for the recent flood of patronage. The Eighteenth Amendment is credited by many with forcing patronage from the saloon to the soda fountain. A careful comparison of the crowds at a soda fountain with the ones which used to feel for the brass rail does not incline one to the belief that the two include many of the same elements. As a matter of fact prohibition has been vastly overrated as a cause for soda fountain prosperity. The drift to the fountains began before prohibition became effective and would probably have reached about its present proportions without the removal of saloon competition, if competition it was. The reaction of prohibition on the soda fountain trade was that its approach stimulated proprietors and managers to added endeavors to render their places of business and their service more attractive to customers. The reward in the form of new business came not so much through the closing of the saloon as from the development of a latent demand, the existence of which had been hardly guessed. It is the gen-

eral public and not the former saloon habitués who have flocked to the soda fountain.

### Creating an Increased Demand for Fountain Products

Any further increase in business must come by the creation of more demand for fountain products. Perhaps part of the demand of the last two years was due to prohibition, but we can't expect another change in the Constitution to help business this year. Anyhow, most of the increase, as already stated, came from the appreciation on the part of the public of the advances which were being made in soda fountain service. There is still room for improvement in this direction. Greatly as soda fountains have changed in the last five years, it would take a brave man to maintain that perfection has been attained. Fountains and luncheonettes will continue to serve the public better and better and the public will respond as in the past.

But increased business from this cause will come in slowly since development must be less rapid in the future and if we wish 1921 to show another big growth in business we must create new demand not only by excellence of service but by other means as well. Here is the answer to the question "Why advertising?" We need the advertising to create new demand; to induce people who never have been in the habit of patronizing the soda fountain to come in and try it; to persuade those who come sometimes to come often; to popularize the luncheonette with the thousands upon thousands who still are unfamiliar with them; to convince people that a nourishing drink has real food value and a light lunch is often better than a heavy meal.

### Intensive Campaigns and Drives

We have seen recently many extensive and successful campaigns to popularize various products. To mention only a few of the most recent which happen to have been conducted by associations, there have been drives to popularize the citrus products, English walnuts, raisins and now last of all, prunes. In all these cases a well known and staple product has been brought to the attention of people in such a way as to greatly increase the demand, in some cases far beyond the expectation of the advertisers.

Strange to say the soda fountain has acquired its undeniable popularity almost without the use of advertising. There has been little individual advertising and no attempt at a concerted campaign. But this is far from proving that advertising would not pay. On the contrary it probably indicates that there is a great reservoir of untouched demand waiting for the magic touch of good advertising "copy."

The next question is "Why cooperative advertising?" and the answer to it is simple. In the first place, the requirement is for what the agencies

call "educational copy," that is, advertising calculated to create a demand for soda fountain service and products in general. Advertising of this nature benefits all who deal in the product so presented to the public rather than any individual advertiser, and it is only fair that all or nearly all should share in the expense.

In the second place the state of the business at present precludes the possibility of any single factor in the trade doing a sufficiently large share of the business to permit it to do educational advertising on a large scale. This may come in the future if someone builds up a chain of a few thousand fountains. In other lines the situation is different. The American Chain Company for example can afford to educate the public to use tire chains since their control of the Weed Chain assures them a practical monopoly of the business created by their ads.

### Proper Advertising Can Promote Business

The facts are then that proper advertising can create more fountain and luncheonette business and individual owners cannot afford this sort of advertising on a scale which would be effective. The remedy then lies in cooperation; not on a national scale, at least not at first, but through local organizations. In small cities of twenty-five to two hundred thousand people, the possibility of cooperative action is especially good. The number of fountains is not too large to make cooperation impossible nor so small as to make the individual burden heavy. Moreover the daily papers of such cities furnish ideal advertising mediums at a reasonable cost.

As for the sort of copy to be used, that can vary greatly but should all be of the "educational" sort, tending to bring people into the soda fountains and luncheonettes who would otherwise pass them by. The limits of this article make it impossible to do more than suggest general lines of attack.

### Conducting a Cooperative Campaign

The usual plan on which large and small associations engaged in cooperative advertising begin work is to decide definitely on the amount of money to be spent and the duration of the initial campaign. Expense is ordinarily rationed according to the amount of business done by individual members. The actual conduct of the campaign is given entirely into the hands of one man; either an especially qualified member of the association or a trained advertising man. During the period of the initial campaign, he has a free hand to use his appropriation as seems most advisable to him. It is only by adopting a definite plan of this sort and carrying it through that success can be attained. "Educational" advertising campaigns do not bring in immediate returns and if they are discontinued after a brief tryout because results are not forthcoming, the money spent is wasted. Frequently such campaigns have been stopped on the verge of success and the remedy is to hold to the original plans in spite of early discouragement.

That educational advertising on a national scale can be profitably used by the large corporations

and associations is well known to all. Nearly all of us can call to mind instances where small associations of retailers or producers have been equally successful on a local scale. Is there any reason why the public should not respond equally well to the appeal of the soda fountain and luncheonette if it is presented to them in an attractive way? Big as the business is now, the latent demand awaiting development is great and the development of it means more and yet more profits for those who make use of the opportunity.

### COCA-COLA CO. WINS IMPORTANT SUIT

Judgment of United States Court of Appeals Reversed and Injunction Issued Against Defendant Companies

The Coca-Cola Company, of Delaware, has won the suit in the United States Supreme Court brought by it to restrain and enjoin alleged infringements upon its trade name and trade mark by the Koke Company of America, a Missouri corporation; the South Koke Company, Limited; and the Koke companies of Arkansas, Oklahoma and Texas. The litigation is said to have been the most important in which the Coca-Cola Company has been involved since its organization.

The effect of the supreme court's decision is to permanently enjoin the defendant companies from infringement upon the Coca-Cola company's trade name or trade mark, an injunction being issued to that end.

In rendering its decision and issuing the restraining injunction, the supreme court reversed the judgment of the United States court of appeals. Beside granting the injunction, the supreme court decreed an accounting to ascertain the damages sustained by the Coca-Cola Company through the infringements.

The case was argued before the supreme court by Harold Hirsch, of Atlanta, and F. W. Lehman, of St. Louis, representing the Coca-Cola Company, of Delaware, and Ex-Senator Joseph Bailey, of Texas, and B. M. Sloan, of Arizona, representing the Koke companies.

"The decision is of the utmost importance," said Mr. Hirsch, Monday, when the Associated Press dispatch was read to him. "It establishes beyond all question the validity of the Coca-Cola Company's trade mark and trade name, and will forever protect the company against infringements."

The Associated Press dispatch from Washington follows:

The Coca-Cola Company, manufacturers of a popular soft drink, today won its suit in the supreme court for an injunction restraining federal corporations in Missouri, Texas, Oklahoma and Arkansas, from using similar names in their corporate titles, and for an accounting for damages resulting from such infringement.

The defendants against whom the injunction was asked included the Koke Company of America, a Missouri corporation; the South Koke Company, Ltd., and the Koke Companies of Texas, Arkansas and Oklahoma. In opposing the suit they alleged that the Coca-Cola company had come into court with unclean hands in that its product was not truthfully described by the trade name under which it was sold.

"The court refused to bar the defendants from using the term 'dope' in describing their product."

### Questions for the Culinary Artist

Why are our salads such dull affairs, compared with the salads of Tudor and Stuart days? Why do we not flavor vinegar with gilly-flowers, rosemary, and many other herbs? Why do we never serve syrups made from flower-petals (roses, violets, cowslips, etc.) with sweet dishes? asks an English writer.

## The Latest Imported Confection

The French Marron to Be Popularized in America—New Confection Offers Rare Opportunity to Soda Fountain Owners and Operators

By JOSEPH FOX

THE French marron, "the dainty confection of Paris" European travellers have been wont to rave about, is to be popularized in America through a nation-wide advertising campaign to acquaint us with the delectable virtues of this old world relative of the humble chestnut.

The marron much resembles the chestnut in appearance, except that it is much smaller. But marrons have a flavor all their own, a peculiarly rich and meaty taste which has brought them great and lasting fame and favor in the countries where they are grown. In these countries the people not only use them for dessert, but eat them in a variety of ways much as we do potatoes—serving them boiled, roasted, mashed, and in many other forms.

The publicity which is being given to the marron in this country is sure to arouse interest in the nut as a confection and to create a demand for this nut meat. And here is an opportunity for the wide awake soda fountain owner to advance his interests by the addition of a novel, pleasing and much advertised item to his fountain menu. The nuts are put up in a heavy syrup, which makes a fine sundae dressing, and because the flavor of the marron blends with others it may be used with any kind of ice cream and lends itself to a great variety of fountain uses.

The food value of nuts is generally known, and in this fact the marron has a foundation already laid for its popularity. Indeed no new confection has ever come upon the market which possessed better inherent qualities for advertising, and, which is saying the same thing in other words, with greater chances of success. A look into statistics on the importation of nuts will show both the popularity of nuts in America and the comparatively small quantity of marrons hitherto brought here.

For the first nine months of the year 1919 there were imported into the United States over 20,000,000 pounds of shelled peanuts, over 8,000,000 pounds of shelled walnuts, and over 8,000,000 pounds of shelled and unshelled filberts. In this same period there were shipped here only about 727,000 pounds of crude marrons. Thus we see, in spite of our fondness of nuts one of the admittedly most delicious kinds has been known in the past to only a small per cent of our people.

A dip into the history of the introduction into this country of foreign confections which now enjoy great popularity with the masses of our people discloses that they were known here only to the few who were able to dine at expensive hotels until they were taken up and popularized at soda fountains. French pastry and the wonderful parfait were brought to the knowledge and within the reach of the average American only after the soda

fountain people, seeing possibilities in them, begun to handle them at their fountains. As indicating the popularity attained by these light foods at the soda fountains, a leading baker in a Western city said a few days ago that he is now selling more pies and pastry to his soda fountain trade than to his restaurant trade.

The operation of a soda fountain and confectionery business does not differ materially from that of any other business, and the same laws of success or failure govern them. The soda fountain man and confectioner who gets above the average, who rises from the rank and file and becomes a leader in his field, is one who is on the lookout for something a little better, a trifle different, a bit in advance of the goods served by his competitors. Such a dealer wisely realizes that he who succeeds in being the first to introduce some novelty in goods or service will be the one to reap the greater benefit from it.

The greater number of people will "try anything once" in the form of a new drink or confection, and granting that many of the experimenters fail to "repeat," still the "try-it-once" trade will mount into many dollars on an advertised food or drink if it is handled and served properly.

But the real advantage in being the first to sell a new thing is that people generally consider the dealer who introduces the novelty somewhat as its originator. The new article, confection or what not, gets talked of and talked of in connection with him who is offering it for sale, and competitors who follow him in handling the new thing are looked on as imitators. Consequently, the benefit of the advertising back of being the first to handle the novelty is great and of lasting effect.

The advantage referred to here, of being considered a leader in a certain line rather than a follower, is one which is recognized and sought for by the big advertisers in various lines. In their publicity they stress the point, if it is possible for them to do so, that they were the first to make or introduce the article or line they seek to popularize. Reading between the lines of the advertisement one gathers the impression that the genuine thing is to be had only of this firm, and that all others are making or handling mere imitations of the original thing. It is a powerful argument in the aid of sales when a business man may assert truthfully and without fear of contradiction that he was the first in his city or neighborhood to make or sell some well known article of merchandise.

It is apprehended that in the French marron the soda fountain owners of the country are being offered a real opportunity to handle profitably a new confection and at the same time, by being among the first to offer it to their trade, reap the benefits of the advertisement such primacy must bring.

# Fixing Food for Frozen Fancies

**M**ANY ice cream makers are so careless in preparing their fruits for frozen goods, that poor results are achieved; and in place of a delicious fruity flavor, only little hard chunks of tasteless substances are encountered by the customer.

In the late winter and early spring, strawberries especially are much favored in ice cream. People are always glad of the announcement that fresh strawberries are available, and while they may not feel that they are able to afford them for the home table, they will readily order strawberry ice cream or some good strawberry dish offered at soda fountains.

It is just as important that other fruits such as pineapple, peach, banana, and so on, be carefully prepared; but many do not give the thought which they should to this work. Whatever is worth doing is worth doing well; let us remember that. Here are a few highly practical instructions, and valuable ones to remember, if a high grade of fruited ice cream is to be made.

## Selection

Use a good quality of fruit—no other will answer. It must be sound and without decay, ripe, and of good flavor. The best results cannot be achieved if an inferior quality of fruit is used.

If canned fruit is used, it should be firm and not overcooked. Mushy fruit does not give good results. Drain the canned fruit free of its syrup, reserving the latter or juice if you wish to use it as part of the liquid of the mixture. The fruit itself should be the solid measure called for.

There is all the difference in the world in lemons. Some have a rough, pebbly, very thick skin, and offer a spongy juiceless, pulp. Such lemons are unprofitable. Select fruit with a smooth, fine-grained skin, which are heavy to the hand. The weight indicates that they are full of juice, and this juice will be of much better quality than to be found in the spongy lemons.

If any considerable quantity of lemons is bought, wash the fruit in clean, cool water, scrub with a brush to remove any particles of scale or outside infection, wipe dry with a clean cloth, and wrap in soft white paper and store in a cool place. Do not put too many lemons in a box or basket. Look them over every few days, and remove any which are beginning to soften or that give out a heavy odor.

When lemons are to be used, put them in the oven for ten or fifteen minutes until the pulp sacs become mellow, and ready to give up their juice. Roll lightly under the hand, and then rub off on a grater the yellow, outside rind being careful not to take any of the bitter yellow principle. Save the grated yellow rind, for it contains the rich oil of the lemon and has a strong flavoring value. Cut the lemons; express the juice; mix with the grated rind; add the sugar; and let stand for an hour or so. The sugar develops the flavor of the lemon, and takes up the oil from the grated rind. Before using, strain to remove seeds and pulp. Do not mash or break the seeds, as they will impart a bitter flavor.

In choosing oranges, select those which are heavy in point of weight and dark skinned, and that have a fine, satiny surface with closely set pores. Handle as you would lemons.

Hawaiian pineapples are somewhat different in flavor from those which are imported from the Bahama Islands. Frequently, the small, heavy pineapple is a finer texture and better flavor than the large variety known as the "sugar loaf." The latter is good for canning, however. Probably the easiest way to handle pineapple, is to re-

move the "blow" or thick leaves from the end; with a sharp knife, cut the unpared pineapple into slices and cut each slice in half and take out the core. It is then a simple matter to remove the peeling and eyes, and is much easier than trying to peel the pineapple whole, for then it is difficult to hold and handle. The pineapple can be chopped, grated, or shredded. Add the sugar, and set in a cool place for an hour or more. If pineapple stands too long it darkens, but cold will retard the darkening and the sugar develops the fruit flavor.

In selecting strawberries, look for those which yield juice and flavor. This means that they must be ripe, for a green berry will have neither juice nor flavor. The largest berries are by no means the best flavored. As a rule, the rather small, pointed, dark red berry gives the biggest yield in juice and flavor per quart berries.

Wash the berries before they are hulled, so that they will not lose their juice; hull and put in a colander to drip; then turn into a porcelain, aluminum, or agate bowl. Do not put them in tin, iron, or copper, as the metal will discolor the berries. Mash with a wooden masher and mix with the sugar, after which let stand awhile. In no case use so much sugar that only part of it will be dissolved. If you are using canned pineapple or berries, drain and shred, or mash.

Fresh cherries should be ripe and sound. Wash and pit, and chop the fruit; crack about one tablespoonful of the pits to the quart, remove the kernels, and mash to a paste. Mix the chopped cherries and paste, and add sugar; let stand in a cool place for one hour.

Fruit juice of any kind is necessary in making water ices. Strain so as to remove any particles of pulp.

## SANITARY BOTTLING LAW ENDORSED

The Eastern Soda Water Bottlers' Association at their regular December meeting held in the Quincy House, Boston, Mass., went on record as favoring the legislation relative to sanitary bottling as proposed by the state Department of Health in its annual report to the incoming legislature of 1921, with slight modifications intended to strengthen the law.

The association appointed a legislative committee to assist in framing and enforcing sanitary laws for soft drink bottlers in Massachusetts, the personnel of which committee is: Hugh J. McMackin, of Boston, chairman; Charles J. Smith, of New Bedford; Edward A. Forrest, of Medford; Frank Conti, of Charlestown; W. Kimball Wentworth, of Somerville; and John Leonard, of Boston.

The regular monthly meeting of the association was presided over by the president, E. L. French, of Medford. Fifty members attended.

## CANDY FACTORY OPENS RETAIL SHOP

The Leebold Candy Corporation, which conducts a factory in San Francisco and the products of which are well known throughout the West, inaugurated early in December a manufacturer's sale at retail, offering a \$25,000 stock of confectionery at prices declared to represent a saving to purchasers of from twenty-five to thirty per cent. A retail salesroom was fitted up for the purpose of the sale, and the public was told through newspaper advertising of the savings which might be effected through buying from the firm's stock, though no actual prices of goods were quoted. The sale was of candy made for the holiday trade, which it was declared the firm had found it impossible to market owing to overproduction.



# Cleveland's New Tea Room

## Luncheon Service and Soda Fountain Combine to Provide Club-Room-Like Meeting-Place for the Elite

By A. JAY WALKER

FROM a drug store side-line to an important factor in the community's social life—this is the progress of the soda fountain business in Cleveland, Ohio, in the year just passed. So says C. L. Taylor, soda fountain department manager of the Marshall Drug Company, of Cleveland, O., and other leading men in this now important industry agree with him. This was learned in a tour of Cleveland drug stores, confectionery establishments and other places where food and drink have become more than mere filling for the people.

In this tour it was found that in Cleveland proper in the last twelve months no less than 1,000 new fountains have been installed in almost as many new places. This figure, by the way, ought to set at rest any agitation that the well-known "kioddles" have the country in their fangs. At least the sentiment among soda fountain operators is to the effect if things keep going the way they are, 1921 will surpass even the good showing made in 1920.

In Cleveland and its territory the soda fountain business may be said to be in the hands of the progressive retail druggists. Instead of looking upon the fountain as a necessary evil in their business, a factor that brings in the cash only because it is a good advertising medium and a drawing card that helps to make the front a little more attractive, the live druggist now considers the fountain a real asset and one of the most important departments in his whole establishment.

The reason for this change of front which has taken place in the last 18 months is the fact that druggists have doubled their soda fountain business over what it was a year and a half ago. Of course prohibition has done an important part in this. The saloon no longer offers an attractive place in which a few minutes or hours may be whiled away, and the soda fountain has succeeded in a measure to the place filled in this respect by the saloon. Fountain operators soon found they had regular patrons, but they had to produce the goods,—in cleanliness, quality and everything else that makes for attractiveness; and that the things that the saloon could get away with the druggist or confectioner could not.

In the first six months of prohibition most soda fountain owners found their business increasing. Inquiry by them showed what the people wanted, required, and demanded in the way of service. One of these was clean, well prepared foods with their soda fountain drinks. The mediocre sandwich could stay, providing it had good company in other eatables. In consequence the tea room came into its own.

It may be said that the "Era of Tea Rooms," as far as Cleveland is concerned, starts February 1, 1921, with the opening of the tea room of the Marshall Drug Company in a new building, located between two new theatres, the Ohio and the State, houses that are making a new business center in the upper section of the business district.

This tea room, according to Mr. Taylor, is being planned both in appointments and cuisine to cater to the highest class custom. The finest of foods and drinks

will be at the command of the patrons; pastries, salads, delicate sandwiches will be on the menu. Ice creams, prepared in the most novel manner, with a view toward having new items introduced frequently, will be a feature of course. All of the high grade soda fountain drinks will be served.

The establishment itself will be unusual in many respects. Its location was a determining factor in the plans decided on by the Marshall organization before a policy was given thought. Located as it will be between two large theatres, it soon will be adjoined by the largest house of amusement in the city, the B. F. Keith Theatre, work on which structure has already been started. In addition some of the highest class retail establishments, many of them catering exclusively to women, are within a stone's throw of the new Marshall tea room.

According to present plans, the establishment will be as unusual in its equipment and appointment as in its location. The interior will be approximately 75 feet wide. The drug store proper will run close to the wall along one side. On the opposite side will be the fountain, running the length of the store, and though not the largest fountain in the city, the new tea room fountain will be one of the finest. It will be built of Italian marble, inlaid with gold.

Entrance to the tea room, which will occupy a broad balcony in the rear of the store, will be through a broad lobby running through the main floor of the store to a wide and elaborate staircase. This staircase will be richly carpeted and curtained with heavy draperies.

Atop the staircase the visitor will enter the balcony floor, the tea room proper, a production of the best decorative art. American walnut will be used largely in the equipment and decoration. Among features of the room will be tables topped with material identical with that from which the fountain is constructed.

There will be no fountain in the tea room, but electric elevators will convey the fountain drinks and delicacies to the tea room balcony, where they will be served from a buffet counter made of the same material as the fountain.

Delicacies other than those that the fountain will supply will be prepared in a model kitchen, complete to the last detail, in the basement of the establishment.

A final touch to the atmosphere of refinement that this place is expected to create for the people of Cleveland is being considered by the manager. Girls who will serve at the tea room tables probably will be costumed as little Dutch girls.

"We believe that the opening of our new place will be a step forward to something better in eating places than has hitherto been provided for the people of this city," says Mr. Taylor. "There can be no doubt but what the public realizes that a little more spent will beget them a good deal more, in service, contentment, and actual food and drink, than does the ordinary way of doing business. It is our belief that the tea room, as an adjunct to the soda fountain business, not only has arrived, but that it marks the beginning of an era of new service."

## Fountain Fizzings

**I**F THE ice cream which you serve is peculiarly delicious,—you will not need to fear competition. The best grade of ice cream makes a backbone for all kinds of delicious and profitable things.

Once upon a time such a strange idea as having an exposition entirely devoted to confectionery, soda fountains, and accessory equipment would have been thought a wild and woolly idea, and yet today we think nothing of the announcement that in May on the 23d to the 28th such an exposition will be given at Atlantic City, N. J. In fact, for this occasion, the famous Million Dollar Pier has been engaged, and everyone who can, ought to plan to attend, or at least to keep in touch with the reports of this great gathering.

When a lady buys a quart of ice cream, and it is put into a paper carton which weeps melted cream out of the top corners,—so that the lady soils her coat and dress, she doesn't like it. Would you? Next time she will resist the impulse to treat the family. Prevent disappointment by having on hand a supply of wax paper, and when you put in a quart of cream, cover with the wax paper, and with a spoon, tuck it in around the edges. She will like this precaution, and it will insure her getting home with the cream without accidents.

If you make your own ice cream, investigate the different makes of gelatines, or stabilizers—being careful that each one complies with State, and National Food Law requirements.

Are you sure that your syrups and flavoring extracts are running true to form, and to type? Natural, rich flavorings at the fountain are as necessary as teeth for a beautiful woman. You never heard of a toothless individual taking a prize at a beauty show, did you?

Have you tried some of the new raisin confections now proving so popular in some sections of the country? Yes, these are being promoted by the raisin promoting industry,—but what of it? If the goods are right, and a novelty, they will please your trade.

Sugar seems delightfully cheap to us, and yet it still costs twice as much as it used to, so we cannot cheapen the price of our products too fast.

Push your hot soda service now. Make the thing you offer so good that people will come back again and again, and form the habit. It is not a habit which will in any way injure or be followed by regulations. Hot soda is wholesome and nourishing. It refreshes and tides over many a hard place.

It is impossible for a soda fountain to be too clean, or its accessories too sparkling and spotless.

Cleanliness is a sanitary necessity. It is a business builder as well.

If there are epidemics of any kind of disease in your neighborhood as there are sure to be this winter, prove that you are on your job by sterilizing glasses and spoons after every customer, and advertise this fact. Ask how many people are as well taken care of in their own homes. It may call for some extra glasses and spoons, but you will use them in time anyway.

It is better to be lavish with quality than quantity. A whole lot of an inferior product disgraces. A moderate serving of high quality food entices.

The things which you serve at your fountain, will taste just about as your soda fountain looks. Remember that. Keep your menus clean and your glasses shining. It will pay.

## Clip for Your Scrap Book

**I**N USING flavoring extracts for syrups or special drinks, it is sometimes confusing to know how much will be required for a larger or smaller quantity. To meet the difficulty, remember that one drop of flavoring extract to an ounce of syrup is equal to two drams to a gallon; that two drops of flavoring extract are equal to four drams to a gallon; that three drops of extract are equal to six drams per gallon; that four drops of extract are equal to one ounce per gallon; that five drops of extract are equal to one ounce and one quarter of ounce, or 1. ounce and two drams per gallon; that six drops of extract are equal to an ounce and a half per gallon; that seven drops are equal to one ounce and three-quarters, or one ounce and six drams; that eight drops are equivalent to two ounces per gallon. There are four hundred and fifty drops to an ounce. Further quantities will be easily reckoned on the same basis.

Tables of drops do not always follow this grading exactly. For example, one rather well-known table allows an extra half dram of flavoring extract to each gallon of syrup over and above what we have listed, as called for on the basis of two drams to the gallon. That is, if one drop calls for two drams to the gallon, two drops will, according to this table, call for four and one half drams. In fact, each gallon has this extra half dram put in for good measure.

The reason for this, it is apprehended, is that in the measuring of the extract syrup there will be a slight loss by evaporation, and possibly inaccuracies in exact measurements; and so to be sure of a full-flavored syrup the extra half dram is allowed to the gallon each time. Whether this is necessary or not depends upon the carefulness of the dispenser, and the strength of the flavoring extract. A very strong one will call for less of the fluid than one of indifferent strength.

Whatever your rule is, stick to it, so that your syrups will be uniform; for uniformity is necessary to obtain good results.

## Science Notes for Dispensers

**K**ARAYA gum, also known as "kadaya" or "maura gum," now reported to be extensively used as a substitute for gum tragacanth in the manufacture of ice cream and other foods, is obtained from *Sterculia urens*, a plant indigenous to India, where it is employed in the preparation of sweetmeats, and also locally, as a demulcent in the treatment of throat affections. Ewing states that as an emulsifying agent, karaya gum appears to be of value as a substitute for tragacanth, although from one-third to one-half more should be used. During the war it sold for one-fourth or one-fifth the price of tragacanth.

Volatile oils are a numerous and mixed class of substances widely distributed among the plants, and nearly all flowers, fruits, herbs, leaves, and other plant parts possessing an aromatic odor, contain one or more volatile oils to which their odor is due. These oils are obtained from the plants and plant parts by distillation (with the aid of water), or by expression, or by extraction with alcohol or fixed oils. Most of the volatile oils are lighter than water, although some of them, as oils of cloves, cinnamon and wintergreen, are heavier. They differ from fixed oils in not leaving a permanent stain when dropped upon paper.

The color of objects depends upon the ether waves which they absorb and reflect; e.g., grass is not green, but it appears to be green because it reflects green waves and absorbs those of other colors; a paint or dye appears to be a certain color because it reflects the wave of the particular color it appears to be and absorbs all other waves. Matter that does not absorb one set of wave lengths more than another, but reflects them all equally, appears white, and matter that absorbs practically all the ether waves incident upon it appears black.

Eggs are a particularly valuable food, for they contain easily digested proteins, more lecithin than other foods, and an abundance of mineral matter, especially phosphates and iron, the last-named being present in readily assimilable form. The protein of the white of egg is chiefly albumin, while the protein of the yolk is partly albumin, but largely vitellin, a phospho-protein; part of the fat is in the form of lecithin. The sulphur present has the property of blackening silver, the reaction being due to the formation of silver sulphide. The tarnished appearance of the silver decorations, draft arm, or other plated parts of the fountain often observed, is usually due to contact with products containing sulphur or traces of hydrogen sulphide in the atmosphere.

A Paraguayan plant called "caa-ehé" (*Stevia rebaudiana*) contains a glucoside *estevin*, a sweet constituent which is accompanied in the plant by another sweet constituent *rebaudin*, the latter probably a compound of estevin with sodium and potas-

sium. *Estevin* and *rebaudin* are said to be respectively, 150 and 180 times as sweet as cane sugar.

According to investigations recently reported in a foreign technical journal, the plant also contains a wax, resin, fatty oil and a bitter principle which are present in the crude principle extracted from the plant. The leaves contain 20.26 per cent of the sweet principle, while the entire plant contains 1.6 per cent.

Certain chemical changes take place in cranberries during storage, the maximum of sugar being present soon after picking, but slowly diminishing on keeping, the berry making use of it in maintaining its life process. The rate of change is much accelerated by a rise in temperature, and is most pronounced when the fruit is kept in tight, unventilated packages.

Fir sugar, or Douglas fir manna, is occasionally formed during summer droughts or in dry belt regions on the leaves and twigs of the Douglas fir. The sugar is found only on healthy trees, and apparently is produced under certain conditions by the reconversion of starch into sugar. The Douglas firs are most abundant in the driest and hottest part of the dry belt of British Columbia. Examined chemically at the laboratory of the Forest Service, the manna of Douglas fir was found to contain fifty per cent of a rare variety of sugar known as melezitose, which is also found in the so-called European false manna or Briancon manna.

The temperature at which soda water and other beverages should be drawn from the fountain ought never to be less than 45° F. If the temperature be higher than this, there is an insufficiency of ice or there is a defect in the construction of the apparatus. Every apparatus should have sufficient block tin piping to provide storage capacity for a large quantity of carbonated water within the icing chamber so that a cold beverage can always be drawn. The ice should be in relatively small pieces and well packed against the coils.

Citric acid will dissolve in three-fourths of its weight of cold water and in half its weight of boiling water, the hot saturated solution readily depositing crystals of the acid on cooling. Aqueous solutions of citric acid quickly develop mould growths, and for this reason such solutions should be prepared only when wanted for use. Citric acid crystals are permanent in air, but gradually deliquesce in a moist atmosphere. The so-called "fruit acid" used by soda dispensers is usually made by dissolving citric acid in twice its weight of distilled water.

Polishes containing potassium cyanide are objectionable around the soda fountain. The following is very satisfactory for cleaning dirty or tarnished silverware; To a saturated aqueous solution

of sodium hyposulphite add a little fine whiting. Apply with a brush or sponge and rub well. Rinse in hot water and rub dry with a polishing cloth or chamois, which should be kept in a tightly closed drawer or cabinet, and shaken before using.

When milk is allowed to stand undisturbed for some time, or when it is submitted to the action of centrifugal force, it separates into two layers; the upper layer, which is rich in fat, constitutes cream, while the lower portion is known as skim milk and is comparatively poor in fat. The amount of cream obtained from milk and the per cent of fat in the cream depend upon the completeness of the separation. Ordinarily, cream contains from 15 to 25 per cent of fat, but analyses of cream have been occasionally published showing much higher percentages.

The geographical range of the strawberry is very wide, and practically extends around the globe. The name strawberry is said by Willis to have arisen from the circumstance that in England straw was spread around the plants upon the ground for the fruit to rest upon to keep it from the sand and mud. The Latin generic name "*fragaria*" was given to this plant by Tournefort, on account of its fragrance, the name being derived from the Latin *fragrans*, a pleasant odor.

Carbon dioxide as liberated in the reaction between marble dust or sodium bicarbonate with sulphuric acid, is a colorless, odorless gas having a faintly acid taste. By a pressure of 38 atmospheres, at a temperature of 0° C. (32° F.), carbon dioxide is converted into a colorless liquid, which by intense cold (-110° F.) may be converted into a white, solid, crystalline, snow-like substance. It is about one-half heavier than air. When taken into the stomach as in carbonated water, carbon dioxide is not poisonous, but highly beneficial. The reason that the gas acts indirectly as a poison when inhaled is because it cannot support respiration, and prevents the proper exchange between the carbon dioxide of the blood and the oxygen of the atmospheric air. This is readily explained when we remember that common atmospheric air contains about four volumes of carbon dioxide in 10,000 volumes of air, or 0.04 per cent. In the process of respiration this air is inhaled, and a portion of the oxygen is absorbed in the lungs by the blood, which conveys it to the different portions of the animal body and receives in exchange for the oxygen a quantity of carbon dioxide, produced by the union of a former supply of oxygen with the carbon of the different organs to which the blood is supplied. The air issuing from the lungs contains this carbon dioxide, in quantity about 4 volumes in 100 of exhaled air, which is 100 times more than that contained in fresh air.

#### Names to Conjure With

On the directorate of the Dairymen's League, an organization composed of 89,496 milk producers, appear the names of A. L. Milk, of Cattaraugus, N. Y., and Harry Bull, of Campbell Hall, N. Y.

### Five Fountain Reminders

**F**IRST—Keep a moderately stiff brush and clean towels. Empty and wash glassware thoroughly every day. Use the brush to get into all crevices or cuts in the glassware. Use hot soap suds, rinse with clean water containing a few drops of ammonia, and dry on clean towels, so that the glass sparkles.

Second—Keep all silver or nickel covers bright and shiny. Never use a gritty powder or soap, but a fine silver polish. A few moments work each day will keep the covers gleaming and so make your fountain much more attractive to the eye.

Third—Take daily care of all mirrors. Once a week go over them with warm water through which a bar of fine white soap has been drawn two or three times. The soap is needed to remove grime and dust. Dash out this water, and wash again in clear, warm water to which a few drops of ammonia have been added. Dry with a soft cloth, and polish. Wipe the mirrors every morning with a clean dry cloth to remove dust and any deposit of smoke. If there are any specks, moisten and remove. If pastes such as "whiting" are used to clean mirrors, be particular that it is so fine that it will not scratch the surface.

Fourth—An uneven delivery of charged water is prevented by opening the fountain gas vent early each day until a fine spray of liquid is felt. This permits the accumulated gas to escape from the draft arm, and makes for a steady delivery of carbonated water.

Fifth—Onyx or marble work should be gone over with a sponge squeezed out of warm, soapy water, and the surface nicely cleaned. Dry with a soft, clean cloth, and polish with a very thin film of a good grade of onyx or furniture wax. Use very little—not enough to catch dust; and rub in well. This protects the surface, keeps the color bright, and maintains a new-looking appearance.

### Said by Washington

The company on which you improve most will be least expensive to you.

I shall never attempt to palliate my own foibles by exposing the error of another.

It is a maxim with me not to ask what, under similar circumstances, I would not grant.

Be courteous to all, but intimate with few, and let those few be well tried before you give them your confidence.

It is easy to make acquaintances, but difficult to shake them off, however irksome and unprofitable they are found, after we have once committed ourselves to them.

Without virtue and without integrity, the finest talents can never gain the respect and conciliate the esteem of the truly valuable part of mankind.

In my estimation more permanent and genuine happiness is to be found in the sequestered walks of connubial life than in the giddy rounds of promiscuous pleasure or the more tumultuous and imposing scenes of successful ambition.

# Ice Cream Soda Service in Japan

## Use of Delicacy Spreading and Vendors to be Found Throughout the Flowery Kingdom

**A**LTHOUGH civilization had reached a high degree of development in Japan while the Indian was still prowling the woods and plains of what is now the United States, it was not until recently that the children and the older people of the Flowery Kingdom became acquainted with the wonders of ice cream and the mysteries of ice cream soda. For centuries before Columbus sailed from Spain, the Japanese lived in luxury, but their table delicacies missed many of the treats which the people of the Occident enjoy.

Japan tried to keep to herself and succeeded for many years, but in 1854 Commodore Perry sailed an American fleet to the shores of the island and informed her rulers that it was time the place was opened to other nations. From the moment of Perry's visit Japan began to advance according to Western ideas. Her children were educated not alone in the Japanese fashion, but also according to Western methods. And as education began to get a foot hold, the Japanese began to copy the habits of the other nations.

The students sent to the United States carried back to Japan many of the fads and customs of this country. Ice cream was and is one of the favorite desserts of a Japanese. This is more or less strange as the nation as a whole is one of tea drinkers. The tea is taken hot. Although a temperate race, the Japanese are very fond of a wine made from rice. This is called saké. Saké, by the way, is served warm and is drunk from cups. But although the tea and wine are enjoyed as hot drinks, the children and grown-ups have developed a liking for ice cream. Since the introduction of ice cream soda, tea drinking has fallen off to an appreciable extent.

Mrs. David S. Spencer, who has served for forty years as a missionary from the Methodist Episcopal Church in Nagoya, is authority for the statement

that ice cream is sold in all kinds and conditions of places throughout Japan. She says that the vendor of ice cream is just as apt to be encountered at the foot of some lonely shrine in the mountains, as he is to be found in the most densely populated

points of one of the larger cities.

"In the larger cities," says Mrs. Sanger, "ice cream, made by American recipes, is served in all the restaurants, the drug stores and the department stores. Until recently the Japanese took his ice cream plain, but recently the Hospital Pharmacy in Tokio, a drug store operated by Americans, started serving ice cream sodas and sundaes. This innovation caught the popular fancy and spread like wildfire throughout the entire



*Ice cream soda vendor as he appears in Japan—Courtesy of Centenary Commission, Methodist Episcopal Church*

Empire so that now the vendor of ice cream sodas vies with the ice cream man."

The accompanying illustration shows the itinerant vendor of ice cream soda as he appears in Japan. He carries his wares in a barrel which he uses as a counter whenever he sees an opportunity to do any business. The picture shows how *aisu kurimu*, which is Japanese for ice cream, appeals to the young and old alike.

In cold weather, an attractive outside display may be made by using a large soda glass, tea kettle, or coffee pot from which steam constantly issues. This effect is produced by a gas jet inside the container which constantly vaporizes water fed through a small pipe.

The only way to have plenty of clean towels is to plan the supply ahead, allowing so many for each day's use, and requiring that each worker shall use a damp sponge for such cleaning as the sponge is suitable for. In this way, towel laundry may be conserved, the fountain kept clean, and fresh supplies be on hand for the use for which they are intended.

# A Modern New York Coffee House

Controlled by Roosevelt Interests the Management Plans  
Many Novel Features Including Bar Fountain

**I**LLUSTRATING the truth of the expression that "history repeats itself," there has been established recently in New York City an apparently "new" sort of cafe and place of public entertainment. But though it comes among us as a novelty, this cafe or coffee house had its prototype in London and in other English cities two hundred years ago.

The modern coffee house, whose forebears were the haunts of the wits in the days of Goldsmith, is located in the heart of the theatrical, club and hotel district of Manhattan. It is directly across the street from Belasco's theater, at 112 West Forty-fourth street, and is called the Cafe Paulista. The cafe or coffee house was first opened at 108 West Forty-fourth street, in November, 1919. But so rapidly did the business of the place increase that



A. M. SALAZAR

in November, 1920, the house of an old idea brought up-to-date was practically forced by its large custom to move into its present larger quarters.

## Latin American Dainties Featured

The cafe features Brazilian coffee. When it was first opened only coffee and doughnuts appeared on the menu. But to these many Latin American dainties especially suited to service with coffee, such as Brazilian toast, have been added. Tea is also served, and sandwiches of ham, chicken, tongue and imported cheese. In order to accommodate the large number of business people who patronize the coffee house a hot dish is now offered

at the luncheon hour, so that those who wish to do so may take their mid-day meal there.

## Business Controlled by Roosevelt Interests

The main dining room of the Cafe Paulista is



Besides coffee and doughnuts many Latin American dainties are served in the luncheonette department of the Cafe Paulista.

on the ground floor and tables are provided to accommodate one hundred and seventy-five guests. In addition, the basement is fitted out as a grill "for men only," and here at certain hours table games such as dominoes, checkers and chess are played. The house is open from 8 o'clock in the morning until 1:30 o'clock at night. The business is incorporated and is controlled by the Roosevelt interests. Monroe Douglas Robinson is president of the Cafe Paulista Company, the general manager of the business being A. M. Salazar, a native of Brazil and a coffee expert.

The success of the coffee house has been great, but Mr. Robinson and Mr. Salazar will tell you that they have but made a beginning. The management plans the addition of many novel features to the furnishings, equipment and service of the house in Forty-fourth street. But they do not stop with this. They believe that the success achieved by the initial cafe can be duplicated, and so will establish other coffee houses modeled on the Cafe Paulista both in New York and in other American cities.

#### Soft Drinks Served in South American Style

One of the contemplated additions to the coffee

house now in operation is a soft drink bar, at which drinks will be served in the South American style. The counter man will place the syrup and carbonated water or other ingredients of the drink before the customer, who will mix and prepare the drink according to his individual taste. At this bar it is planned to introduce a number of European and South American beverages that are practically unknown in this country. Among these will be sugar cane juice, which is prepared in much the same manner as is the popular orangeade at soda fountains. A specially designed soda fountain may be included in the bar equipment.

But mere description can not fully convey an accurate idea of the charm of the Cafe Paulista. One must visit there, preferably wearing a soft collar and with a companionable friend, to fully enjoy and appreciate it. Though he knew nothing of the place he would feel, soon after entering it, that its atmosphere was different from that of the ordinary public dining room. To the good service of the better class of cafe he would discern an added informality and ease, together with a certain quiet dignity, unusual and delightful.



*In the soda fountain department the counter man places the syrup and carbonated water before the customer who mixes the drink to suit his taste.*



### Coffee House the Customers' Club

But that which makes this coffee house "something different" is not in its equipment and service merely. It is the business policy consistently pursued by the owners and manager, of their mental attitude towards their business and its patrons. It bears the same relation to the popular coffee house as does any cause to its effect. Just what this policy is cannot be better expressed than it has been by Mr. Robinson.

"We are striving to make this coffee house our customers' club," said he. "That is our policy, and it has guided us in all that we have done and shall guide us in all that we do. No increase in the number of our establishments can change this attitude towards our business, for we deem following this policy of vital importance and perhaps the greatest factor in our success."

To state the facts, the guests are never hurried. They sit and dawdle over their coffee and toast as long as their wishes prompt them. One may smoke or read, or if he or she wishes to write, stationery is furnished without charge. In short, the guests are quietly and unobtrusively made to feel at home; that the coffee house is a place where friend may meet with friend and chat pleasantly of books, plays, baseball or whatnot, or discuss with a business associate or prospect the details of big and little deals. In fact this coffee house in West Forty-fourth street, with its inviting hospitality and cheerful atmosphere is enough to cause a city dwelling guest to wonder how he ever managed to get along without it.

### Business Over a Cup of Coffee

The coffee house is not an expensive place. On the contrary, it is very economical for those who patronize it. If it may be said to cater to any special classes, they are those composed of business and professional men and women. Two may lunch well and with that zest that comes from being at ease at the Paulista for \$1, or the same individuals may drop in and have a cup of the delicious coffee and enjoy a smoke and a restful half hour at a trifling outlay. "Meet me at the coffee house in West Forty-fourth street" friends and acquaintances are saying to one another more frequently every day. And one wonders if it may not come to be said in North America as it is said in South America, where the coffee house did not lose its popularity and cease to exist as it did in England and here, that "the business of the country is transacted over a cup of coffee?" Who can say?

But at any rate, those who believe that man is a social creature and that he thrives best when given the opportunity to meet and mingle with his fellows, will welcome the return of the coffee house and hope for its continued success and multiplication. In olden times the wits, wise men and big wigs of England were wont to gather daily in the coffee houses of London in a democratic fashion to their own edification and the benefit of art, letters, science, and private and public business. Alexander Pope, must have had some coffee house scene before his mind's eye when he sang:

"Coffee, which makes the politician wise

And see through all things with half-shut eyes."

### For the Dispenser's Eye

A conveniently placed rack in which parcels may be laid, is always appreciated by patrons.

One of the things which adds to the enjoyment of a soda, is a glass wiped and dried until it sparkles, and a spoon shining and free from tarnish.

It is doing the little things as soon as they need doing which keeps a fountain working in apple pie order, whether it is adding a drop of oil, adjusting a washer, cleaning out the plumbing, or fixing a hinge. The dispenser's motto should surely be, DO IT NOW!

It does not cost very much to have a set of spoons or soda glass holders replated, and then they are as good as new. Nickel parts of the soda fountain are not kept at their best with silver polish. Buy a good make of prepared nickel polish. Have clean cloths, and keep every nickel exposure lustrous and bright.

If nickel plated articles get dingy and dull, a polish will not restore them. Take them to someone who does nickel plating and have them put on a buffer or wheel to be brightened up in a proper manner. If the nickel plating itself is worn off, then the only remedy is replating—and it is not an expensive process either.

If for any reason cleaning or the influence of changes of temperature have caused the cement to shell out of any cracks, or seams, or unions of the soda fountain or the counter, or any of the auxiliary apparatus, repair the damage as soon as possible, by obtaining from the soda fountain company manufacturing the apparatus, a portion of the kind of cement used. A very little time, a putty knife, a little ingenuity, and a clean cloth to wipe away superfluous cement, will make a good job. Remember that when cement begins to break away, it will keep on unless the break is promptly repaired, and sooner or later the fountain will begin to look badly and some parts of it to get out of plumb.

If the soda fountain window shows a strong tendency to frost over, obscuring what is inside, the value of the window will be lost, and this means loss of business. Frost forming on the window is caused by the air on the inside being warm and moist, while that on the outside is much colder. This causes precipitation on the inside of the glass. If the air inside the window was colder than that on the outside, the frost would form on the outside.

One way to prevent frost forming is to keep one or two small gas jets burning near the bottom of the window, with perhaps an electric fan to keep the circulation adequate to prevent precipitation. Another method is to take one part of glycerine to about eight of water, wring a cloth out of this, and wipe the window. The addition of one or two parts of denatured alcohol improves the solution.



# Practical Considerations in Syrup Making\*

By H. A. TEMPANY

**T**HE process of the manufacture of a simple syrup is not a difficult one to understand, provided, of course, that special precautions are taken to restrain crystallization. The requirements of a good syrup may be stated as follows.

(1) It should possess a density of not less than 40° Beaumé; (2) it should test not more than 48° and not less than 32° by the polariscope; (3) it should be free from fermentation and pronounced flavor of acidity; (4) it should evince no sign of crystallization even on prolonged standing; (5) it should be absolutely free from all traces of mineral acid; (6) it should be clean, free from suspended impurities, bright, and of a good light golden color.

Turning to the consideration of practical questions relating to the manufacture of syrups, it may be once more stated that the essential feature lies in the fact that the object sought is to restrain crystallization altogether. In order to secure this, it is necessary that a sufficient quantity of the sugar should be converted into invert sugar. Invert sugar possesses the property not only of *not* crystallizing itself, but also of restraining the crystallization of sugar.

In syrup making the whole object sought should be to convert a sufficient amount of sugar into invert sugar, to prevent crystallization in the finished syrup.

## Rate of Inversion

Practically any acid will effect the inversion of cane sugar, but the rate of inversion will depend on four things:

(1) The strength of the acid employed; (2) the quantity present; (3) the temperature of the syrup; and (4) the length of time of the reaction.

The most rapid inversion is secured when relatively strong acids, such as the mineral acids, hydrochloric or sulphuric, are employed. The use of these reagents is, however, precluded in the manufacture of syrups for direct consumption. Consequently it becomes necessary to find some other reagent capable of causing the necessary inversion, the presence of which will not be detrimental to the finished syrup.

Under these circumstances, various vegetable acids suggest themselves, notably tartaric acid, citric acid, or even lime juice; but here again it seems not unlikely that their employment in the requisite quantity would materially increase the cost of the manufacture of syrup.

## Getting Rid of Impurities

Boiling of the syrup should be done with great care—skimming off the surface occasionally to remove the scum or other impurities.

The operation of clarification conducted properly suffices only to remove a portion of the impurities, and the remainder must be got rid of by persistent filtration. The use of skimmers constructed of

perforated plate, or stout trays of fine mesh wire-gauze seems desirable. On the success of this operation the appearance of the finished syrup will largely depend; hence too much stress cannot be laid on its importance. The end of the operation is determined when the syrup has reached the required specific gravity. This is determined by testing the hot syrup by means of a hydrometer. The instrument commonly employed in syrup boiling is the Beaumé hydrometer.

## Densities of Hot and Cold Syrup

As already pointed out, finished syrups should possess a density of not less than 40° Beaumé cold. This is secured in the operation of boiling by continuing the concentration until the hot liquid gives a reading of 35° Beaumé with the hydrometer, the difference between the hot and the cold reading being accounted for by contraction during cooling. The following tabular statement shows the approximate correspondence between the densities of hot and cold syrup:

Density of finished syrup hot	Density of cold syrup
34° Beaumé	39° Beaumé
35° "	40° "
36° "	41° "
37° "	42° "

For convenience of reference the following table shows the equivalent value (new scale) of Beaumé degrees and specific gravity at 84° F. for the values likely to be encountered in syrup making:

Specific gravity	Beaumé
1.3132	35°
1.3250	36°
1.3375	37°
1.3490	38°
1.3620	39°
1.3750	40°
1.3880	41°
1.4010	42°

A point of some importance is that syrups should not contain any appreciable amount of iron, since the presence of it causes them to be dark in color. No doubt the use of copper vessels for boiling syrup is to be preferred to those made of iron, since thereby the risk of contamination with iron is minimized, and the production of a good light-colored syrup ensured.

## Storage of Syrup

The question of storage of finished syrups is also important. When, as has sometimes been done, the syrups are run down into wooden coolers—usually employed—trouble has been not infrequently experienced owing to the starting of leakages in the wood, and loss has resulted in consequence. On this account concrete or stone coolers are greatly to be preferred for the reception of the

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hot liquid; it is further very desirable that reservoirs of sufficient capacity should be provided into which the syrup can be run from the coolers and stored prior to running off into barrels for shipment. This method relates, of course, to regular syrup manufacturers—those who supply bottlers. As relates to bottlers dilution remarks will be found later on. The absence of such tanks renders more difficult the operation of blending to obtain a uniform product. They are best constructed of stone masonry or concrete, and the interior should be faced with cement, and free from cracks, since the presence of these latter affords room for harboring bacterial and fungoid organisms likely to be detrimental to the stored syrup.

They should be fitted with a satisfactory cover to prevent dust getting in, and should preferably be provided with two cocks, one at the bottom and the other about 9 inches above the bottom of the reservoir. This allows room for any fine suspended dirt to settle at the bottom of the cistern, and the clear supernatant liquid to be drawn off without disturbing it. Every precaution should be taken to maintain tanks used for storing in good condition, and before commencing they should be thoroughly overhauled and cleaned.

Quite naturally if bottlers should resort to the methods described, it would be all right, for then the syrup is always ready in any quantity, providing a proper dilution is made just before it is wanted for bottling purposes. This is easily accomplished by adding a sufficient quantity of pure water, to reduce the specific gravity from, say 39-42° Beaumé, to 27-30° Beaumé—whichever degree is used.

### An Interesting Side Line

**A** CERTAIN soda fountain man with a good deal of space to spare and without a large amount of capital to invest in side lines, kept his eye peeled for something which would have a furnishing value in the store, and yet yield him something of a profit.

One very cold day he was serving a young lady at his fountain whom he happened to have known for a number of years. He also knew that she had ridden five miles to town in a chilling wind in her father's open car, and yet a very beautiful rose bud nestled fresh and unblemished upon her fur collar. He could not understand it, for he had seen her alight from that car herself and knew that the flower had not been purchased after her arrival in town. So he took the liberty of asking her why the lovely rose bud was not frozen.

She smiled, unpinned it from her coat, and handed it to him. It was the most realistic imitation which he had ever seen, and she informed him was made of fine tissue paper by her sister who was a cripple and who had just returned from New York where the art of flower making was quite the rage. She gave him the flower and asked him to refer any possible customers to her sister, who would be glad to make up orders of different kinds.

This was enough to start the bee buzzing in the bonnet of our friend. At the first opportunity, he took his own flivver and went out to call on the young lady. He found some very beautiful samples of her work,—lilies, roses, violets, carnations, chrysanthemums, and other floral beauties. In addition to this, there were wonderful baskets also, made of paper, and many fancy articles.

He made this proposition to her. He would devote a wall case section to a display of her goods which he would sell on commission. He would also take orders for special supplies, such as favors, place cards, etc. Then, two afternoons a week, she was to come to his store where she would give lessons for a small charge, to anyone desiring to learn the art. He would pay her so much outright for her time, and would have the receipts of the lessons and the profits on the sale of the supplies which he would stock.

She was delighted with the opportunity, and as the charge of the soda fountain man was really small, a large class was soon formed, and it was rare indeed that he did not do a brisk business these afternoons, in the sale of soda water and candy, as well as materials for the art work. Many dropped in to see the work going on, and it proved to be a profitable venture.

Then the goods themselves sold readily, for the flowers were very beautiful and could scarcely be told from freshly picked ones. They lasted for months, or until the paper got soiled, so there was no loss through flowers withering, and besides the stock was kept under glass, so there was no deterioration here.

Occasionally when the class showed signs of dropping off, a Souvenir Day would be staged, and every soda fountain patron would be given a rose bud or a tiny bunch of violets and a pin, and it was always noticeable that after this, there was always an influx of new students in the Flower Class, and that kept business going.

In the course of a few months, enough flowers were accumulated ahead to open branches in a couple of near-by towns, and the little flower maker profited handsomely, and the soda man had a nice little income from this side line as well.

Perhaps there is somebody in your locality who would be glad to consider a similar plan. Easter is coming, you know, and with it flowers and a renewed interest in bright and beautiful things. Besides, every normal individual loves flowers twelve months in the year.

There are a number of ways in which the soda fountain can be linked up with this plan, and the flowers made to pull for a Carnation Sundae, a Lily Delight, a Violet Memory, a Narcissus Dessert, a Jonquil Favorite, etc., etc. Keep something novel going and the people will keep coming!

### Great Pies!

The champion pumpkin grower has been found. His name is S. J. White and he lives near Paragould, Ark., of course. He claims to have picked thirty-one pumpkins from one vine, the total weight of the "fruit" being 720 pounds.

# Luncheonette Department

Conducted by EMMA GARY WALLACE

## Flowing with Milk and Honey

**T**HERE seems to be a wave of natural revolution sweeping over the country relative to meals of the gourmand type. As we look back upon the enormous "feeds" of pre-war days, and then look across the sea at the starving millions doomed to famine and death if help does not come, we are inclined to agree with Mr. Hoover that "enough is enough;" that there should be no waste; and that we should eat for efficiency as well as for temporary satisfaction.

At this time I might give a long and tiresome talk on milk as a food and its advantages even at the present rather high price, but probably everyone has read dozens of such summaries, and so let us get right down to the brass tacks of what milk can be made to mean on the Luncheonette menu at this particular time of year and in this crisis of the world's food history.

### Importance of Milk

Considerable attention is being focused upon both sweet and sour milk. Metchnikoff, who so long advocated sour milk as a means of planting in the intestines the bacteria *bulgaricus* to oppose the germs of putrefaction, dysentery, and typhoid, has won many scientific followers, and from time to time, follow-up experiments have been conducted along similar lines.

Professor R. G. Fisher of the Connecticut College of Agriculture, now comes forward with some interesting discoveries of his own. He does not discredit Metchnikoff's contention, but shows that in human nutrition sweet milk will often be as valuable as sour milk, and is frequently better borne by the stomach which will not tolerate the acid milk.

"The beneficial effects of milk in the successful treatment of various intestinal diseases, such as typhoid fever, has for some time been known to the medical profession, but not until recently has it been realized that the explanation lay in its ability to change the intestinal flora from the putrefactive type to the bacillus-acidophilus group, the presence of which is associated with a minimum amount of putrefaction and accompanies the general well-being of the individual," says Professor Fisher.

"Whether *bulgaricus* milk or fresh sweet milk is preferable, depends upon conditions. If the subject is constipated the *bulgaricus* milk will prove helpful. On the other hand, some individuals apparently do not tolerate acid milk

and in such cases sweet milk is best. Approximately three or four quarts, or even more, should be used daily in half pint quantities taken every hour or two.

"Already the medical profession is using nature's own food, milk, to combat various diseases, and will continue to do so in the future as the importance of the diet and nutrition in the successful combatting of disease is realized."

### Recommended More Milk Be Drunk

This shows that we are not using enough milk. We American people are so largely creatures of habit, that we go on doing the thing today and tomorrow and endlessly which we did yesterday and the day before.

People in health can and should give milk a larger place in their diet than most people give it. And what is more practical, or simpler to serve, at the Luncheonette than milk and milk foods? In fact, any light luncheon place making a specialty of pure dairy products can win a name for itself along these lines.

Regular buttermilk procured from the churning of cream, prepared buttermilk made with yogurt or lactic acid tablets, sweet milk, cream, flavored milk drinks, and malted milk drinks, also prepared with milk or cream,—will all help to make the background of a fine list of drinks. These, varied with buttermilk lemonade and hot milk with orange flavoring and nutmeg, will all find ready sale.

One of the drawbacks of milk as it is so often served in the average luncheon place, is that it is not of prime quality, or that people are afraid it may bear germs of typhoid or some other milk-borne disease, or that the milk is luke warm, or of a "sky-blue" variety.

### Serve "Certified" Product

A way to get around these disadvantages is to serve "certified" products of the highest possible grade from some dairy known to be above suspicion. This fact should be freely advertised, together with some outstanding facts as to the value of milk as a vitamin-giving food, and as to its nourishing qualities in comparison with other commonly used food stuffs.

The breakfast menu can offer any of the milk drinks or coffee with real cream, cereal with cream, milk or creamed toast, or bananas with cream. Fruit

waffles and honey, and a glass of rich, creamy milk would be an agreeable variation. Never mind if coffee, eggs, bacon and doughnuts are left out. Their absence will give the hens a chance to bring down the price of eggs, and honey is one of nature's most wholesome sweets.

#### Variety of Milk Soups

A nourishing milk soup, of which there is a goodly selection,—Cream of asparagus, celery, spinach, lettuce, mushroom, watercress, cauliflower, cucumber, almond, string bean, mashed chestnuts with green peppers, cream of crab, lobster, oyster soup or stew, cream of clam, clam and tomato bisque, clam chowder, corn chowder, etc., etc., should be called upon to vary our daily living. These so-called "cream" soups are really made of milk, with enough thickening to give a creamy consistency, with or without the addition of cream to improve their flavor and richness.

The average individual just orders steak, roast, chops or game as luncheon as a matter of course, without realizing that much similar portions of meat would fully satisfy appetite if prefaced by a vegetable or cream soup.

Many prefer a light dish at noon, such as a bowl of deliciously cooked rice with cream, a bowl of crackers and milk, bread and milk, or rolls, with a glass of buttermilk or coffee, a salad, and a dessert. As to desserts, these fall naturally under five heads,—pies, puddings, frozen goods, gelatine desserts, and fruits.

#### Luncheon Desserts

Fresh or stewed fruits are always simple and wholesome, and a great many find a dish of fruit, with or without the addition of whipped cream, or a little ice cream, very refreshing, without taxing digestion. Fresh fruits of some kind are nearly always in season, and then we can fall back on stewed or canned fruit, such as peaches, pears, freshly stewed figs, apricots, or other varieties. The rather tart fruit calls for heavily sweetened cream.

Among the favorite puddings are custards and custard desserts. In fact, most custard desserts are flavored milk food, such as chocolate thickened with cornstarch, caramel custard, tapioca pudding, sago pudding, rice pudding, and so on. These foods are solid nourishment and if well made and nicely seasoned, are really greater favorites than the expensive, fancy, fussy preparations which only appeal to a few.

#### Pies and Gelatine

The pies naturally take in the soft or filled pies, most of which have a basis of milk,—custard, cream, coconut, chocolate, or lemon cream, while the gelatine desserts are not used nearly as much as they should be in their most agreeable and pleasing forms.

To the majority of people, the gelatine dessert calls to mind a clear fruit-flavored, jelly-like substance with a dressing of custard or whipped cream, and among these, the leading favorites are coffee gelatine, orange, cherry, lemon, raspberry and strawberry.

By far the greater majority of Luncheonettes

overlook the opportunity to please and draw trade offered by gelatine desserts of a varied character. Get away from the usual, and offer something novel and delicious. Here are a few formulas which are well worth a trial, and if the art of making them properly is mastered they should become standbys on the menu.

#### Parisian Ivory Cream

- 2 tablespoonfuls granulated gelatine
- 4 tablespoonfuls cold water
- 8 tablespoonfuls boiling water
- 1½ quarts medium cream
- 1 cup powdered sugar
- 8 tablespoonfuls strained cherry juice

Set the gelatine aside to dissolve in the cold water. When it has stood until thoroughly soaked up and soft, which will take a half an hour or more, dissolve in the boiling water. Add the sugar and the cherry juice, stir until all is nicely blended. Strain into a bowl and set in a pan of ice water until the mixture begins to thicken. Whip the cream. Fold into the thickening jelly and beat until the mixture becomes thick and begins to hold its shape. Have ready small molds with a walnut meat in the bottom of each. Two-thirds fill the molds. Set aside, and when wanted, unmold in a small silver, glass or china plate. Dress with a custard sauce, or more simply with a teaspoonful of currant jelly. This is attractive to the eye, light, and pleasing. If you wish, you may dress the individual creams with a spoonful of crushed fruit, such as is used at the soda fountain.

#### Strawberry Bavarian Cream

- 1 lemon
- 1 cup tart fruit juice
- 1 cup sugar
- 4 eggs
- 1 rounding tablespoonful granulated gelatine
- ½ cup cold water

Grate the rind of the lemon. Squeeze the juice. Strain, mix with the fruit juice which may be the juice of canned cherries or strained sweet orange juice. The orange juice is very desirable. Mix with the sugar and the well beaten egg yolks. Put in the top of a double boiler and stir constantly until the mixture thickens. Meantime, have the gelatine thoroughly soaked in the cold water. Add this and keep on stirring until the gelatine is all dissolved. Beat the egg whites very stiff. Partly cool the gelatine mixture, pour over the egg whites, and set the whole into a pan of ice water. Beat until thick enough to hold its shape. Turn into individual molds, each one of which has three halves of Lady Fingers outlining it. Chill. Unmold and serve on a pineapple slice. Or these individual Bavarian Creams are very good indeed with a dressing of crushed, sweetened strawberries.

#### Orange Mold

- 3 tablespoonfuls granulated gelatine
- 1 cup cold water
- 1 cup boiling water
- 2 cups sugar
- ½ cup lemon juice
- 2 cups orange juice and pulp
- 1 quart cream
- Beaten whites of 6 eggs

Soak the gelatine in the cold water, and then add the boiling water. Stir until the mixture is perfectly clear. Add the sugar, orange juice and pulp, and lemon juice. Put into a bowl in a pan of ice water. While this is thickening, beat the whites of the eggs until stiff, and beat the cream. Fold egg whites and cream together. When the gelatine mixture begins to set, beat in the

cream preparation and whisk until foamy and it begins to harden. Line individual small dishes with three sections of orange. Fill with the gelatine mixture, working smoothly in place with a silver knife. Set aside to harden. Unmold and serve with a slice of sponge cake. If desired, plain, unsweetened and unwhipped cream may be offered with this dessert.

The popularity of many dairy lunches is due to the excellence of the milk and cream used, and the superior quality of the bread and rolls offered. It is well to think about this, for bread and butter can be a very ordinary food which does not tempt, or the bread and rolls can be so delicious and spongy and the butter so golden and finely flavored that they become food for princes.

Good bread is the foundation of good sandwiches, and cottage cheese can be prepared in a variety of ways for sandwiches. One way is to make the cheese moist and delicious with melted butter and salt to taste, roll into tiny balls, and serve plain or as part of a salad or use as a sandwich filling. Nicely-flavored cottage cheese can be mixed with chopped nuts, or orange marmalade, or chopped sweet pimientos, chopped pimiento-stuffed olives, celery, or flaked shrimp or lobster, the latter with a little mayonnaise, to make very pleasing, substantial sandwiches.

An evening meal, or an after-theatre lunch, consisting of a plate of dainty sandwiches with coffee, and served with ice cream dressed with fresh fruit, cannot but prove happily successful.

#### Talking About Honey

The possibilities of honey must not be overlooked at the Luncheonette. Sugar is apt to be thought of as the only sweetening, and we forget the fact that honey is one of nature's own sweets and a partly digested food which the delicate and the tired may take without trouble.

The old-fashioned baking powder biscuit, light, fluffy, tender, and hot, served with golden pats of rich butter and a dish of strained honey, will call back pleasing memories to many a grown-up. Warm biscuits, with honey and a salad and a glass of creamy milk or a cup of fragrant tea or coffee, will make a very satisfactory lunch.

Cakes made with honey keep moist almost indefinitely. They do not dry up as those prepared with sugar do. Honey may be used in any recipe calling for sugar, by substituting a cup of honey for a cup of sugar, and one-fourth less liquid. Where the recipe calls for molasses, substitute a cup of honey—strained, of course, for a cup of molasses, gauging the amount of soda according to the acidity of the honey, as this varies considerably. Usually it takes a little more soda for use with honey than with molasses or sugar. If baking powder is used, do not vary the amount of baking powder but dissolve a quarter of a teaspoonful of soda in some of the liquid of the recipe, in order to neutralize the acidity of the honey.

Because of its novelty in foods, honey will make friends for the luncheonette in which it is properly served.

A very delicious icing is made by using half honey and half sugar and proceeding otherwise in the usual manner. Such icing will not crack or harden.

Baked goods made with honey will keep until the butter or fat contained therein becomes rancid, and if kept in a cool place, this condition can be postponed for months. If the cake is made without butter, in the form of crispy, small cakes or cookies, they will keep indefinitely. A very delicious sandwich is made by blending cottage cheese seasoned with butter and salt, with just enough honey to moisten it slightly.

To serve a "health lunch," offer two honey cheese sandwiches (adding chopped nuts if you will), a ripe or baked apple, and a cup of malted milk or cocoa with whipped cream. Crisp crackers spread with a honey and cheese mixture are a great favorite.

#### Honey Health Bran Bread

- 1 pint wheat flour
- 2 teaspoonfuls soda
- $\frac{3}{4}$  teaspoonful salt
- 1 cup strained honey
- 1 pint sour milk
- 1 cup chopped, floured raisins
- 2 cups bran

Sift together the flour and salt. Stir in the bran and raisins. Dissolve the soda in a tablespoonful of hot water. Blend with the honey and the sour milk. Beat the mixtures together. Either bake for forty minutes in a slow oven, or steam for three hours.

#### Honey Baby Sponge Cake

- 1 cup sugar
- 1 cup strained honey
- 8 eggs
- 1 pint sifted flour

Put the sugar and the honey in a saucepan over the stove. Boil until a syrup is formed which will spin a thread or hair. Beat the yolks of the eggs until they are very light, having these all ready to pour the hot syrup over. Beat until the mass is cold. Add the flour gradually and then fold in the beaten whites. Have ready three small-sized pans lined with greased white paper. Divide the batter and bake in a slow oven. If preferred, two good-sized cake tins may be used.

#### Honeysuckle Cakes

- $1\frac{1}{2}$  cups strained honey
- $\frac{3}{4}$  cup butter
- 1 teaspoonful cinnamon
- $\frac{3}{4}$  teaspoonful cloves
- $3\frac{1}{2}$  cups flour
- 1 teaspoonful soda
- 4 teaspoonfuls water
- 2 cups chopped raisins, floured
- 2 eggs

Heat the honey and the butter until the two are blended, add the spices, and set aside to cool. Beat the whole eggs and dissolve the soda in the water. When the honey mixture is cold, stir in the eggs and the soda, gradually add the flour, and lastly the raisins. This should be thick enough to drop by spoonfuls upon a buttered tin. If not, a little more flour may be added, as different flours have different thickening properties. Bake in a moderate oven. These are very nice to serve with cottage cheese sandwiches and a glass of milk.

#### Persian Ice Cream

To each gallon of cream, allow three cups (eight ounces each) of strained honey. Mix and freeze. Chopped fruits may be added, if desired.

#### Alaska Honey Bee

To each quart of milk, allow the yolks of 12 eggs, 1 pint of honey, and 1 quart of cream. Heat the milk in a large double boiler; beat the egg yolks and the honey together. Add to the hot milk and cook until the mixture thickens. Turn in half of the cream and scald for a moment. Remove from the fire and cool. Whip the rest of the cream and fold in. Freeze. This is in reality, a honey parfait. It is very rich and very small portions are served. To make a less rich mass, the egg whites may be beaten stiff and folded in at the same time that the cream is added. This will make a larger bulk and a much less rich production.

#### Cranberries With Honey

Prepare the cranberries and take by weight, equal quantities of cranberries, honey, and water. Cook the

berries in the honey and water until the skins are soft. Draw to the back of the stove and simmer until the mass is thick enough to jelly when cool. Or if preferred, it may be left in the form of a preserve-like sauce. The honey in this connection is desirable, as it kills the bitter taste of the cranberries, which is objectionable to many.

In the months to come, an element of novelty can be added to your service by using dairy products and good things made of honey. Incidentally, you might develop quite a profitable side line by selling strained, bottled honey of superior quality.

### Three Salad Recipes

#### Combination Salad

Upon crisp lettuce lay half a dozen butter beans, which have been cooked until tender, two slices of tomato, half a dozen pieces of cucumber, a ring of green pepper, and a couple of thin pieces of Bermuda onion which have been sprinkled in ice water. Finish with French Dressing and sprinkle with cold bacon which has been fried and chopped.

#### Potato Salad

Cook potatoes until tender but not over-done. While warm, slice very thinly with a sharp knife. Have ready boiled salad dressing. Add to this if necessary, salt, pepper, a little more sugar, and a teaspoonful of minced onion to each cup of the dressing. Blend this mixture with the potato and let stand at least two hours in a very cold place. When ready to serve, mix a half cupful of chopped celery and a tablespoonful of chopped parsley to each pint of the salad. Arrange on lettuce and garnish with a star of cooked, cold beets, and a piece of hard boiled egg.

#### Combination Chicken Salad

Select a fowl which is large and very fat. Dress it and cut it into portions. Take equal weight of veal and lean, fresh pork. Cut the veal into small pieces about the size of the chicken, and treat the lean, fresh pork in the same manner. Slice in an onion and three stalks of celery. Cover with hot water and simmer until the meat is tender. Arrange that there will be very little liquid left. Drain and put aside what broth there is. Put the pork and veal in a dripping pan, put into the oven, and brown lightly. Remove the chicken meat from the bones. Cut the chicken, veal and pork into small pieces. Dress with French Dressing and let stand a couple of hours. When ready to serve, take two tablespoonfuls of this mixture and toss with a tablespoonful of cooked, green peas, a little chopped parsley, and a little chopped celery. Serve in a nest of lettuce with a touch of mayonnaise. Garnish with two slices of hard boiled egg.

### Answers to Correspondents

#### Kephir

(F. F. G.)—Kephir is the fermented milk of cows or goats, extensively used by the inhabitants of the Caucasus. The fermentation is induced by means of kephir grains, which contain a special ferment. The mode of its preparation is described as follows: Goat's milk is put into a sheep-skin bottle and coagulated with a piece of calf's or sheep's stomach. The bottle is agitated from time to time, more milk being added as the former coagulates. In the process of time yellowish bodies of a seed-like character and about the size of a pea are formed in the mass. These are kephir grains or nuts, whose formation is essential for the production of the beverage. When about to make kephir, one of these grains is soaked in a small quantity of milk until it swells or is "ripe." The ripened grain is then put into the milk which is to be fermented. Lactic and alcoholic fermentation begins in a few hours, and is allowed to proceed from one to three days.

According to various authorities, the chief bacterium found in kephir is the *Leptothrix dispora caucasica*, with which are associated *B. Lacticus*, *B. Butyriscus*, and various "wild yeasts." The object of the maker of kephir or koumiss is to encourage vinous and restrain lactic fermentation. Mare's milk is said to contain less casein and fat, but more lactose, than goat's milk, for which reason it is better for making koumiss. Cow's milk is too rich in casein and fat, and should be skimmed or diluted for this purpose. The milk, whatever its origin, is more or less changed in the process; there is a slight loss of protein, owing to peptonization, and a considerable loss of sugar by transformation into alcohol, lactic acid, and CO<sub>2</sub>. The production of alcohol varies from 1 to 2 per cent. The lactic acid causes the casein to be precipitated in very fine particles, which include a small amount of albumin, proteose, albumose, and peptone. A very little fat becomes disorganized as a rule, forming fatty acids and butyric acid; but when the beverage is made from cow's milk, the amount may be sufficient to render it unpalatable. It is said that kephir and koumiss differ very little in composition, except when made from cow's milk or with additional sugar.

#### Mushroom Catsup

(R. J. T.)—All published formulas for mushroom catsup are closely similar, and we are unable to name the distinguishing characteristics of the English type. However, here are three formulas taken from different English formularies, one of which may answer your purpose;

(1)

Press the mushrooms in a tincture press, and boil the juice with ½ ounce black peppercorns, 1 ounce pimento, ½ ounce ginger, ¼ ounce cloves, 1½ ounces of shallots and 8 ounces of salt to each gallon. Or sprinkle the mushrooms with salt (1 pound to 2 pecks), stir occasionally for two days, then squeeze them gently in a hair sieve, and boil the liquid with pepper and other spices.

(2)

Place alternately layers of mushrooms and salt in an earthenware pan, using one-fourth pound of salt to each 2 quarts of mushrooms. After 6 hours, break the mushrooms into pieces and set aside in a cool place for three days, stirring every morning. Next strain, and to every quart of juice add ½ ounce each of allspice and ginger, ½ teaspoonful of powdered mace, and one teaspoonful of cayenne pepper. Put the mixture into a closely covered stone jar, set in a pan of boiling water, and boil briskly for 5 hours; then empty the contents into a porcelain kettle and simmer gently for half-an-hour, and allow to stand over night in a cool place to settle. Decant the clear liquor, which preserve in bottles filled to the mouth and tightly corked. It is recommended that the corks be sealed and that small bottles be used, as the catsup spoils rapidly when exposed to the air.

(3)

Gather mushrooms in dry weather; take the large, fully-grown flaps, and see that they are free from insects and earth. Add to each peck of mushrooms ½ pound salt, breaking up the fungi and strewing on the salt; let the mixture stand for three days in a large earthenware pan, stirring and mashing each day; then strain out all the juice. To every quart of juice add ½ ounce black pepper, ½ ounce bruised ginger, ¼ ounce allspice, ½ ounce cayenne pepper, and ¼ ounce powdered mace. Put the juice and spices into an earthenware jar and boil in a water bath for three hours. Let the spices remain in the catsup when bottled.

# Ice Cream Department

Conducted by ALFRED C. FRASER

## Southern Ice Cream Convention

Manufacturers Hold Eighth Annual Meeting in Macon, Georgia—  
W. M. Sidebottom Chosen President of Association—Little  
Rock, Arkansas, Selected as 1921 Convention City

**W.** M. SIDEBOTTOM, of Nashville, Tenn., was elected president of the Southern Association of Ice Cream Manufacturers on the final day of the eighth annual convention of the association held December 7, 8 and 9 in Macon, Ga. Little Rock, Ark., was chosen as the city in which the 1921 convention will be held. Other officers elected for the ensuing year are:

W. W. Campbell, Shreveport, La., vice president; J. W. Clopton, Decatur, Ala., secretary-treasurer; and J. D. Kinnett, Macon, Ga., director of the National Association of Ice Cream Manufacturers. Those chosen to compose the board of directors of the Southern association are: M. J. Costa, Athens, Ga.; W. E. Drake, Nashville, Tenn.; D. S. Cox, Columbus, Miss.; F. W. Lange, Ensley, Ala.; J. R. Jones, Little Rock, Ark.; G. H. L. White, Raleigh, N. C.; R. W. Frayerschmidt, Charleston, S. C.; C. A. Kent, Kentwood, La.; W. J. Barritt, Tampa, Fla.; and Hargis Hughes, Lexington, Ky.

The convention was called to order on the morning of its opening day by A. M. Thornton, of Shreveport, La., retiring president of the association, with more than 300 delegates from ten Southern states in attendance. Glen Toole, Mayor of Macon, welcomed the delegates and extended to them the hospitality and freedom of the city in a pleasing speech. A feature of the opening day was the president's annual address, delivered by Mr. Thornton. He said in part:

### Association Means Efficiency

"We are here to take part in and to listen to discussions, to hear of and to consider new methods and appliances, and to get into closer personal contact with our fellows. What we are really about is taking a short cut to manufacturing efficiency, and it behooves each and every one of us to follow the program of this convention with all attention and earnestness." After briefly referring to the number of supply men present and gracefully acknowledging the association's debt to them for their ready help and hearty co-operation, Mr. Thornton paid tribute to the efficient work and loyalty of the secretary-treasurer of the association, J. W. Clopton, in these words:

"Nothing has been too much trouble, no journey too long or weather too inclement, to interfere with his enthusiastic efforts for the welfare and advancement of the association and the prosperity of its members." In concluding his address he said:

"Let me impress on you that your membership in this association is more important to you now than

ever before. In the face of present conditions we need to counsel together wisely and often, and for this this association is the way and the means. Because the industry in which we are has developed so rapidly, many of us have become a little careless. But we cannot afford to be so now. To meet the exigencies of the times we must stay bound together, work hand in hand with one another, and appreciate and lay hold of the benefits to be derived from living up to our association's slogan—"Co-operation."

### Other Speeches and Addresses

A number of addresses on manufacturing problems, trade conditions and technical matters were delivered before the convention, among which was one by W. W. Campbell, of Shreveport, La., on the subject of "A Successful Check System for the Return of Empties." J. W. Methvin, of Macon, Ga., spoke on the pasteurization of milk, and urged the immediate need of legislation requiring compulsory pasteurization. Among others who spoke was F. P. Stewart, of Knoxville, Tenn.

The Dixie Flyer, an organization of travelling ice cream supply men, met in Macon in connection with the ice cream manufacturers. Officers of this organization were elected as follows: P. N. Miller, Jr., Birmingham, Ala., president; B. B. Scott, Providence, R. I., vice president; and Tom Stewart, Cincinnati, O., secretary-treasurer.

On the second day the convention passed a resolution that the members of the association urge congressmen and senators from their respective states to repeal the tax of one cent on ice cream cones, or change the law so that it will affect less adversely the sale of ice cream.

### Closes With Banquet and Ball

The convention ended with a banquet in the main dining room of the Hotel Dempsey and a minstrel performance followed by a dance in the hotel ball room. W. E. Sidebottom, the newly elected president, was toastmaster at the banquet, the "members of honor" for the evening being the founder of the association, C. A. Kent, of Kentwood, La., and his wife, whose visit to the convention occurred at the same time as the twenty-ninth anniversary of their wedding. The speaker of the evening was F. Roger Miller, of the Macon Chamber of Commerce.

Following the address of Mr. Miller, the toastmaster said that the city of Macon had won a warm place in the hearts of the members of the association. Resolutions were adopted thanking C. A. Odom, chairman of the local arrangements committee, whose work had

done need to make the convention a success; the local ice cream manufacturers; and the Chamber of Commerce, newspapers, hotels and other agencies that had contributed to the success of the convention and the pleasure and entertainment of the guests.

A list of the delegates registering at the convention, arranged by states, follows:

Alabama—J. W. Clopton, Decatur; R. W. Barnes, Selma; D. W. C. Yarborough, Birmingham; J. C. Beene, Huntsville; F. W. Page, Ensley; J. C. Botha, Mobile; K. Hicks, Anniston; Paul Trowb, Florence; A. Kentzer, Montgomery; S. C. Oliver, Talladega; M. C. Lowe, Gadsden; J. Jones, Selma; L. Bishop, Mobile.

Arkansas—Andrew Makira, Pine Bluff; C. H. Moore, Pine Bluff; E. Taylor, Pine Bluff; F. T. Watson, Little Rock; J. R. Jones, Little Rock; J. O. Jones, Jonesboro; Charles Hooberry, Pine Bluff.

Florida—J. W. Barritt, Tampa.

Georgia—A. O. Giovanni, Dublin; S. H. Marshall, Albany; C. A. Odom, Macon; J. H. Helmer, R. C. Jessup, Atlanta; A. Roy, Columbus; F. Foster, Macon; J. Costa, Athens; G. A. Sankan, Augusta; Sam Waxelbaum, Moultrie; E. K. Whaley, LaGrange; J. D. Kinnett, Macon; J. M. Haynie, Augusta; G. P. Currey, Augusta; George Moore, Atlanta; A. E. Drew, Rome; W. F. Flowers, Macon.

Kentucky—J. M. Culver, Fulton; Hargis Hughes, Lexington.

Louisiana—C. A. Kent, Kentwood; B. C. Brown, New Orleans; J. E. Mons, New Orleans; E. R. Harris, New Orleans; R. H. Knott, Ruston; W. W. Campbell, Shreveport; A. M. Thornton, Shreveport.

Mississippi—A. K. Weaver, Corinth; R. T. Moore, Clarksdale; H. D. Brookshire, Meridian; S. N. Sutton, Vicksburg; H. C. Peterson, Laurel; V. L. King, West Point; D. S. Cox, Jr., Columbus; F. J. McElroy, Meridian; F. M. Cain, Columbus; T. F. Harrell, Brookhaven; J. R. Hall, Lexington; N. C. Castleberry, Durant; H. L. Kalner, Natchez.

North Carolina—K. K. Kennedy, Hickory; H. Brody, Asheville; G. H. L. White, Raleigh.

South Carolina—V. O. Garrison, Greenville; Edward Halm, Charleston; R. W. Frayerschmidt, Charleston; R. W. Rogers, Columbia.

Tennessee—W. M. Sidebottom, Nashville; J. C. Lovell, Columbia; F. O. Rettig, Chattanooga; F. B. Stuart, Knoxville; W. O. Lintz, Knoxville; W. E. Drake, Nashville; O. L. Darter, Chattanooga; E. J. Piech, Nashville; George K. Brown, Chattanooga; M. Therry, Memphis; A. F. Carroll, Memphis; John Decker, Nashville; H. C. Duflinger, Memphis; A. R. Williamson, South Pittsburg.

#### OKLAHOMA ICE CREAM MAKERS MEET

The sixth annual convention of the Oklahoma Association of Ice Cream Manufacturers was held in Oklahoma City, Okla., December 6, 7 and 8, at the Skirvin hotel. Members of the association declared during the closing hours of the convention that from the standpoint of both the attendance and the importance of the business transacted the meeting had been the most successful yet held. Members of associations in allied lines of industry figured prominently in the convention and co-operated with the ice cream manufacturers in making the sessions entertaining and instructive.

The strictly entertainment features of the meeting were committed into the hands of the Wolfhounds, and under the direction of C. R. Hawk they were carried out in a delightful fashion. On the last day of the convention officers of the association were elected for the ensuing year, as follows: J. B. Porter, Tulsa, president; R. G. Colbert, Ardmore, vice president; and M. T. Cochran, Altus, secretary-treasurer.

#### ICE CREAM MEN AT CHARLESTON

The Tenth Annual Convention of the Ice Cream Manufacturers Association of West Virginia Re-elects W. M. B. Sine President of Association

The Ice Cream Manufacturers' Association of West Virginia meeting in Charleston, W. Va., December 14 and 15 in its tenth annual convention, re-elected W. M. B. Sine, of Clarksburg, president, and chose Wheeling as the 1921 convention city. Other officers of the association elected are:

S. B. Haffner, Elkins, vice president; C. F. Jamison, Huntington, secretary; and Joe L. Wilson, Huntington, treasurer. The board of directors chosen follows: H. B. Bradley, Bluefield; F. A. Hummell, McDonald; D. W. Wickline, Mullens; J. H. Cline, Charleston; W. M. B. Sine, Clarksburg; S. B. Haffner, Elkins; and Joe L. Wilson, Huntington.

#### Speakers and Speeches

The election of officers and the selection of next year's convention city concluded the business of the convention, which attracted one of the largest attendances of members and manufacturers' representatives of any held by the association. Several able and instructive addresses were delivered before the assembled manufacturers, among which was that of W. K. Weaver, of Richmond, Va., superintendent of the American Railway Express Company, who spoke on the subject of the express company as a factor in the ice cream manufacturing industry. Among others who spoke before the convention were J. S. Darst, state auditor of West Virginia; O. S. Jordan, president of the Ice Cream Supply Men's Association of New York; and H. A. Trench, production manager of the Imperial Ice Cream Company, Clarksburg, W. Va.; H. G. Bradley, of the Husband's Creamery Company, Bluefield, W. Va.; E. A. Phillips, Jersey City, N. J., of the Davis-Watkins Dairy-men's Manufacturing Company; W. H. Duff, II, of Barker, Duff & Morris, Pittsburgh, Pa.; and Thomas D. Cutler, of the Ice Cream Trade Journal, New York, N. Y.

#### Attending Manufacturers

The manufacturers registering at the convention were: C. W. Shetler, Wheeling, W. Va.; T. J. McCann, Wheeling, W. Va.; C. B. Hyatt, Parkersburg, W. Va.; E. E. Levisay, Lewisburg, W. Va.; D. W. Wickline, Mullens, W. Va.; W. M. B. Sine, Clarksburg, W. Va.; H. A. Trench, Clarksburg, W. Va.; S. B. Heffner, Elkins, W. Va.; E. K. Jones, Lester, W. Va.; F. A. Hummell, McDonald, W. Va.; C. F. Jamison, Huntington, W. Va.; Joe L. Wilson, Huntington, W. Va.; H. Gordon, Montgomery, W. Va.; Ben Shore, Montgomery, W. Va.; Chas. Selb, Montgomery, W. Va.; W. O. Triplett, Grafton, W. Va.; H. G. Bradley, Bluefield, W. Va.; Miles Johnson, St. Albans, W. Va.; L. Cablish, Charleston, W. Va.; J. J. Schmidt, Charleston, W. Va.; J. H. Cline, Charleston, W. Va.; G. C. Parks, Charleston, W. Va.; F. A. Ferguson, Charleston, W. Va.; J. J. Steinmetz, Charleston, W. Va.; W. A. Berder, Charleston, W. Va.; William Jones, Charleston, W. Va.; Joe Farris, Charleston, W. Va.; Joe Sodaro, Charleston, W. Va.; C. P. Nair, Clifton Forge, Va.; L. P. Cranston, Portsmouth, O.; and K. B. Weaver, Newark, O.

#### Other Visitors

Representatives from various firms dealing in supplies for ice cream manufacturers were registered as follows:

A. J. Miller, Sanitary Tinning Company, Cleveland; J. H. Manss, French Brothers-Bauer Company, A. Isaac, Keystone Fruit Products Company; W. S. Moore, Armstrong Cork and Insulating Company; W. P. Monaghan, Triumph Ice Machine Company, all of Cincinnati; W.



J. Bechler, National Ammonia Company, St. Louis; C. C. Lawrence, Miller Pasteurizing Machine Company, Canton, O.; A. G. Nagel, Bessira Company, Louisville, Ky.; Frank A. Wright and J. W. Harris, B. Heller Company, Chicago; D. H. Gundrum, Keimer-Williams Stamping Company, Richmond Hill, N. Y.; A. L. Kiser, Creamery Package Company, Toledo, O.; Miss Maud E. Weeks, editress of the Creamery and Milk Plant Journal, Chicago; J. A. Hamilton, Sturgess-Burn Mfg. Company, Chicago; F. B. Lage, Central Ohio Supply Company, Columbus; C. W. Heritage, S. Gumpert and Company, New York; J. S. Bissell, Crown Fruit and Extract Company, New York; F. E. Hollweg, Thomas W. Dunn Company, New York; Henry Knock, American Huhn Metallic Packing Company, New York; Marshall Miller, Richmond Cedar Works, Richmond, Va.; Charles R. Phillips, G. R. Ryan Mfg. Company, Rochester, N. Y.; A. A. Stern, A. Daigger and Company, Chicago; E. F. Venard, J. B. Ford and Company, Wyandotte, Mich.; H. L. Labar, International Salt Company, Scranton, Pa.; Thomas E. Renton and P. J. Goodwin, Greenwood Construction and Supply Company, Pittsburgh; C. G. Chappell, Dairymen's Supply and Construction Company, Pittsburgh; J. W. Comfort, Aschenbach and Miller, Philadelphia; N. W. Betts, Chalmers Gelatine Sale Corporation, Richmond, Va.; P. R. Cundall, Enterprise Dairy and Creamery Supply Company, Columbus; L. L. Hughes, Hughes Gelatine Company, Detroit, Mich.; C. A. Beall, Rex Extract Company, Brooklyn, N. Y.; A. G. Simon, Victory Cone Company, Charleston; A. E. Parks and W. E. Harold, Solar Metal Products Company, Columbus; George K. Greene, Henry A. Kreis & Company, Baltimore; O. S. Jordan and C. R. Fickes, Sterling Salt Company, New York; M. J. Goodwin, Elyria Enamelled Products Company, Elyria, O.; J. F. Ruff, The Cream Production Company, Port Huron, Mich.; O. E. Cullum, Sharpless Separator Company, West Chester, Pa.; Don Jamison, The SETHNESS Company, Chicago; Fred Wagner, Everbright Can Company, Langsdale, Pa.; James B. Morris, Cherry-Bassett Company, Baltimore; H. M. Coleman, Essex Gelatine Company, Boston; J. M. Tindall, Smith-Hecht Company, Indianapolis; J. B. Bracker, Merrill-Sohle Sales Corporation, Rochester, N. Y.; W. D. McCormick, McCormick Company, Pittsburgh, and T. O. Miller, J. O. Whitt and Company, Boston.

## TEXANS OPPOSE USE OF COCOANUT OIL

**Ice Cream Manufacturers of State In Convention at Waco Pass Resolution Opposing Use of Any Fat Except Milk Fat In Ice Cream**

On the third and last day of the thirteenth annual convention of the Texas Ice Cream Manufacturers' Association, held at Waco, Tex., early in December, F. B. Webster, of Sulphur Springs, was elected president, and Fort Worth chosen as next year's convention city. Other officers elected were:

J. W. Latha, Brownwood, vice president, and H. F. Owsley, Fort Worth, secretary. Officers of the National White Caps, an allied organization, were elected as follows: George L. Bosdecker, Dallas, president; H. F. Owsley, Fort Worth, vice president; and W. W. Wrenn, Fort Worth, secretary.

In its final session a resolution was adopted by the convention in opposition to the use of any fats other than milk fats in the manufacture of ice cream. The resolution was called forth by a report that an effort was to be made to persuade Texas manufacturers to use coconut oil instead of butter fat in ice cream making. The resolution declared:

"Be it resolved, that the Texas Ice Cream Manufac-

turers' Association go on record as opposing the use of coconut oil, oleomargarine, or any fats other than milk fats in the manufacture of ice cream.

"As such practices are directly in opposition to all state and national laws, the Texas association will put forth its best efforts to maintain ice cream as a distinctly dairy product.

"It is further resolved, that a copy of these resolutions be sent to the Texas food and dairy commissioner, the national food and dairy commissioner, and the secretaries of each and every Ice Cream Manufacturing association."

## LICORICE FLAVOR AGAIN POPULAR

Are the old-fashioned confectionery flavors, those which our mothers and fathers delighted in but which we have been neglecting, coming back into favor? That they are, at least one leading confectioner, Vernon Porter Peck, of Berkeley, Cal., emphatically declares.

"Take the case of licorice," he said. "There was a time when this reached high popularity. Everything that could possibly be so flavored was flavored with licorice. Then the public tired of it, and licorice candy became a drug on the market, except in a few cheap lines. Now, however, licorice is appealing to the public palate once again and there is more of a demand for candy with this flavoring than in years."

## BOSTON DEALERS SUFFER BY FIRE

Two firemen were injured and several had narrow escapes, thirty families were driven into the streets and a property loss estimated at not less than \$200,000 sustained in a fire which occurred in Boston, Mass., January 2, in a five story brick building at Albany and Harvard streets, which building was occupied almost exclusively by firms engaged in the soda water trade. The fire started in the first floor office of S. G. Parker & Company, and quickly spread to the top floor.

In addition to S. G. Parker & Co., the other firms who lost heavily are the Standard Bottling & Extract Company, which also maintained an office on the street floor, the Dr. Swett Root Beer Company and the Spring Water Carbonating Company.

P. J. Flynn, manager for S. G. Parker & Co. stated that his firm had \$75,000 worth of machinery in the building and the other firms also carried large machinery accounts as well as heavy stocks.

At first it was believed the fire was the result of bungling on the part of safe blowers, as a policeman who was standing directly across from the building heard a terrific explosion and the next instant was struck and knocked down by a piece of the outer door which was hurled across Albany street by the force of the explosion. The safes of all the firms were found intact, however, when the fire was extinguished.

As the firms supply a large number of dealers in their territory, no time was lost by them in getting into shape so as to fill orders.

## LICENSED TO CARRY ICE CREAM

An automobile state freight line running between Fresno and Modesto, Cal., owned by H. M. Devlin, is a common carrier, and is permitted by law to carry only ice cream, with rates set down by the California State Railroad Commission. Mr. Devlin has been hauling ice cream for some time, but as a private carrier. The change to a public utility was made in order that his contracts can be registered and his rates regulated. Most of his contracts are with one concern, but he must haul for anybody who makes application. But only ice cream.

## LICENSES TO HANDLE SOFT DRINKS

**Advocated as Regulatory Measure in Boston and Toledo—Buffalo Ordinance to be Tested in Courts—Amendment Wanted Requiring Stores to Afford Unobstructed View Through Front Windows**

The licensing of soft drink establishments and the enactment of legislation to that end is being urged and recommended in some of the larger cities in which no special license for such places is now required. The idea is that the requirement of a special license to handle soft drinks would enable officials to weed out dealers who are suspected of selling soft drinks only as a blind for the sale of hard ones, or in other words, the advocates of licensing believe it will result in better enforcement of the prohibition laws and make for better morals and less crime.

In the fifteenth annual report of the Licensing Board of the city of Boston, Mass., the details of conditions in that city under prohibition are pointed out, and stress is laid on the evils resulting from the secret and illicit sale of intoxicating liquors, for no small part of which the soft drink establishments are charged to be responsible.

"No license is required by the present law," the report reads, "for the sale of non-intoxicating beverages unless food also is sold, and as a result numerous places are open for the sale of soft drinks without any license. These soft drinks are of many varieties and are designed to resemble former ales and beers in appearance and taste.

"Many of the objections to places where liquor formerly was sold apply to these places. For example, the danger of men and women being allowed to mingle without control or regulation by licensing authorities, thus giving opportunity for immoral solicitation, unsanitary conditions and the temptation to sell intoxicating liquor secretly. The board therefore recommends legislation requiring a license for all places selling soft drinks."

In Toledo, O., the proposal to license retail dealers in soft drinks and other restrictive measures dealing with the establishments selling non-alcoholic beverages are being considered by a sub-committee of the city council. Among the proposed laws is an anti-screen ordinance, which the chairman of the sub-committee has said his committee will report favorably. Another ordinance concerning soft drink parlors which has received the approval and is recommended by the sub-committee is that requiring soft drink places and billiard rooms to close promptly at midnight. Safety Director Greenhaigh has been quoted in the press as saying that the enactment into laws of these proposals will assist materially in the efforts of the police to "clean-up" Toledo.

In its final report to the county judge the December grand jury sitting at Buffalo, N. Y., urged more stringent supervision of soft drink establishments as a means of reducing crime, and referring to the fact that revolver permits are issued to the proprietors of these resorts, said:

"We raise the question as to why these permits are issued. If no satisfactory reason can be given as to why a soft drink place should be provided with a revolver as compared with other ordinary places of retail business, we recommend these permits be revoked."

Buffalo some few months ago adopted an ordinance requiring retail dealers to take out licenses. But in addition to this law there is an agitation in that city to amend the municipal laws regulating soft drink establishments requiring that they shall be so arranged that an unobstructed view of their interiors may be had. A letter recommending such an amendment was written to Mayor Buck on December 7 by Rev. George A. Fowler, to which the Mayor replied as follows:

"I have taken up with Chief Higgins your letter of December 7, in which you propose that the city adopt an

ordinance 'that the front or street window or windows of any store, or room, where beverages of any kind whatsoever are sold, or sold to be drunk on the premises, shall be of clear transparent glass, that any blind, screen, curtain or anything that might obstruct a clear view of the interior of said room or store, and every part thereof be forbidden.'

"As you probably are aware the city adopted an ordinance a few months ago requiring all soft drink places to take out a license. This ordinance is soon to be tested in the courts. If the power of the city to make such an ordinance is upheld, I do not believe such a one as you propose will be necessary. There are certain obvious difficulties in the way of the ordinance which you suggest. For example, it would prevent the use of the windows for display purposes and would deprive many merchants of a very valuable advertising feature of their business. At any rate, if the council has no right to license soft drink places and compel their closing at specified hours it has not the power to regulate other matters relating to them. Consequently, it seems to me advisable to wait until the courts have decided what we can do under the licensing ordinance, and have had a chance to see how it works before enacting other laws which would be something of a hardship to perfectly legitimate places of business."

## Apropos of Blue Law Legislation

Some of our readers may be interested in the following item clipped from the, *Smalltown Chronicle* of January 3, 1952.

"The social season attained the pinnacle of success last Friday evening when the local branch of the International Reform and Prohibition League held its annual debate. The Grand Opera House was rented for the occasion and the available seats were crowded with socially elect of Smalltown.

"As is usual the subject for debate was a great moral question, 'War or Soft Drinks? Which is the Greater Evil to the World?' The teams for debate were .....

"Too much can hardly be said in praise of the wit and eloquence of the opposing sides and both showed a mastering of statistics staggering to the less well informed. To the victors we extend our heartiest congratulations and no less to the losers who championed the cause of soft drinks and put up a magnificent defense. Indeed so well did they make the best of a bad case that it seemed that the judges would have been compelled to award them the laurel wreath had not Mr. R. E. Former of the opposing team clinched the case for his side by his masterly mathematical demonstration that the money wasted on soda fountain beverages in 1951 would have sufficed to place in the hands of each man, woman and child in China and Africa a fifteen page illustrated booklet showing the evils of indulgence in ice cream.

"The success of the evening was marred somewhat by a sad incident. During Mr. Former's first speech he made some historical references to former times when the use of alcohol, tobacco, tea, coffee and other harmful drugs was permitted. An old gentleman, whose name we forbear to mention though it is known to most, if not all our readers, became temporarily deranged and was heard to cry "Those were the good old days," or words to that effect. He was removed without further trouble and has since acted normally, but it is feared that dissipation in his youth has seriously affected his mind. The family are prostrated and have the sympathy of the entire town in their disgrace."

## STRICTLY ACCORDING TO LAW

## An Australian Glimpse Ahead

By F. B. W.

"We are short of inspectors at present, but when more fully staffed the new health regulation will be tightened up."—A member of the Victorian Health Commission to a pressman.

Scene: A soda fountain parlor in Melbourne at 9 a.m., on a Monday, in 1922. The proprietor in charge. Enter a lady customer. She seats herself and the proprietor hastens forward. (The proprietor's action was permissible, for according to an agreement with the Soda Jerkers' Union proprietors are allowed to hurry on obtaining a permit from the union's secretary.)

"Yes, madam?"

"I would like a lemon squash."

"Yes, madam; but under the new awards of the court only members of the union are allowed to serve lemon squashes. It is certainly after starting time, but they 'go slow'—oh, I beg pardon, I forgot that term was illegal, owing to a ruling of the Commonmation Arbitration court.

"Oh, yes, here is the dispenser; but I am sorry he cannot serve you yet awhile, madam. You see, under regulation four-up-seven-six-three-point-eight, he has to be sterilized before commencing operations. It takes quite a little time, and causes a dearth of dispensers. Unfortunately, the engineer was not on hand to insert the thermometer in the sterilizing tub, and if anyone else did it there would be a strike. So the late dispenser, not having altogether lost the Dutch courage obtained Sunday, walked into a boiling hot bath. It was unfortunate for all concerned, as owing to the Corkmen's Workpenation act we had to pay £12 a week to all his relatives and the sterilizing plant was declared black.

"Then we put in a fumigator, but the man in charge gave the dose too strong and our second dispenser collapsed. . . . It was sad, and very expensive. Squashes that used to be 6d are 4s 9d now, but it is satisfactory to have things sterilized. Of course I don't mean that I am in favor of the dispensers being over sterilized.

"He won't be much longer, madam—that is, if he comes through right. It is rather a trying time till I see him emerge. When he does come out we have to conjointly sign a document that he has been well and truly done. It will soon be over, and, fortunately, you can act as a witness. It has to be signed before a justice of the peace, but I have got elevated to the bench to facilitate business. Ah, here we are. Sign there, madam, please; and now we shan't be long."

The Dispenser: "Yes, madam?"

The Lady: "A lemon squash."

The Dispenser: "Just wait a moment while I run over the regulation mentally. 'Ah, yes'—he retires to the fountain and deftly puts citrus var. limonium through a press, electrically sterilized. He then passed the juice and a bowl of sugar to the lady. 'There, madam, you have the expressed juice of citrus medica, var Limonium. You must add the sugar yourself, for according to regulation sixty, squash shall not contain any substance capable of reducing its natural acidity.'"

The Lady: (after having added sugar to the juice.) "But I don't drink it like that."

The Dispenser: "Oh no, madam, we do not suggest such a procedure. But to be strictly legal according to regulation sixty, you must add the aerated water yourself. I am certainly allowed to turn the tap, but I get overtime for that. Just wait until I initial the time book."

The Lady: "Oh, bother! I don't think I'll have that

old squash. It seems like a blessed medical prescription. Bring me an ice cream."

The Dispenser: "Pardon me, did you say ice, or ice cream? Legally, you know, there is a necessity, since the regulations have been tightened up, for extreme precision in diagnosing the requirements of the customer. If you demand ice cream, the definition of that is very exact. It must contain not less than three parts per centum of fat, derived solely from milk and eggs. Now ices, contrariwise, can be composed of wholesome foodstuffs with or without addition of harmless vegetable substances."

The Lady: (looks at her watch) "It is now 10:30. Can I, or can I not, obtain refreshments at this place?"

The Dispenser: "Certainly, madam, but it is necessary, in order that we should act strictly in conformity with regulations that we should be most precise and interrogate customers regarding their exact requirements. If they ask for ice cream and we give them ices—"

The Lady: (interrupting him) "Good mornings I must have wandered in here by error. I thought from the appearance that it was a soda parlor, but I find I made a mistake and am probably in a morgue. But just one word: How in the world do you find time to do any business?" (The lady flounced out without waiting for an answer.)

## The Dispenser's Soliloquy

"Business! That woman must have come from Wayback to use a word like that. Nine out of ten people never heard of it! Gee, it seems a long while to knock-off time. It will be nearly twenty minutes before I am relieved by the second shift. Hope there ain't going to be any more rush trade. Business! Fancy business in this old town since the balmly bureaucrats took charge. Queer word—it sounds like bees buzzing, and what a funny woman. I have a faint recollection of having heard something about this thing called business. I am going to ask the boss about it, he's an old timer and may give me a line on it. Maybe it was a common thing in them good old days he skites about."—*Australian Soda Fountain Magazine.*

## LET THE RESERVES BE READY

That the hotel men of New York City step out and do a little "blue lawing" on their own hook in order to bring home to the careless and unsuspecting public what a blue law Sunday would be, was proposed at a recent hotel men's luncheon at the Park Avenue hotel, New York. The proposal was that on a certain Sunday every hotel in the city carry out by agreement and in all its harrowing details the following program for a full twenty-four hours:

No barber and no shoe shines.

No bell boys—guests to get their own ice water and crack their own ice.

No telephones—only communications by ouija.

No newspapers.

No arrivals or departures.

No dining room open—only cafeteria in which guests must wait on themselves.

No chambermaids—guests make their own beds.

No lights except candles.

No hot water.

No mail.

No music except religious.

No talking in lobby.

Collection for work among heathen; guests must refrain from stimulants and from smoking.

## Whose Make?

"Kitty is such a resourceful girl."

"What's on your mind?"

"Why the other day when she'd left her vanity case at home she powdered her nose with a marshmallow."

### A TALK WITH A TEA TASTER

Tea Is Tea, of Which There Is Only One Variety of Plant, and the Two Types, Green and Black, are Due to a Difference in Curing and Not to a Difference in Tea Plants—Edgar Quackenbush, for Twenty-five years a Tea Taster, Talks Entertainingly of His Work

The profession of tea tasting is not nearly so popular as that of acting in the movies, or even as those of law, medicine or dentistry, perhaps for the reason that a tea taster is generally supposed not to be able to follow his profession and at the same time live and enjoy good health for a period of more than five years. But if this be the rule, Edgar Quackenbush is an exception, for for twenty-five years he has followed the trail of the little leaves, green and black, with all his senses, and still lives to tell the tale entertainingly to Marian Storm of the *New York "Evening Post."*

It irks Mr. Quackenbush, we are told, to be asked which tea is best, and the question is apt to provoke him to inquire in turn "Which is the best fruit?" All tea, he says, is the product of one plant, which product is divided into two types.

"I have to laugh at the stories I hear about the distinction between green and black tea. There are just two types of tea in the world—the unfermented or green, and the fermented or black. There are not two varieties of the tea plant in China, but essentially one."

Mr. Quackenbush goes to China usually in the spring, and works steadily at his profession every day throughout the season, which may be sometimes as long as six months. But he does not go into the "tea districts" himself. He says he is averse to travel in China, not because of bandits but on account of the native conception of a hotel, which is the provision of enough floor space for the guests to lie on. He was asked if there were not "explorers" who go forth on donkeys and in chairs to discover new kinds of tea.

"If I heard of one, I would seek to kill him," Mr. Quackenbush replied fiercely. "There are too many kinds of tea now. They plant the bushes in a new region and straightway the climate, the soil and the way they raise it produces a new kind of tea which I have to watch for years—until it gets into its stride commercially and becomes, if ever, safe to recommend."

"There are no brands of tea for people who live in tea growing countries. They please themselves with a flavor at some shop and buy that kind. But in this country and in Europe the importers have given trade names to certain flavors to guide the customer, so that one might be led to the mistaken conclusion that the sources of tea varied like the materials of different soaps."

But though there is but the one tea bush, the variations in quality between the products of different localities and resulting from climatic conditions and other causes, are numberless. Wholesale dealers do not therefore order tea by trade names but send a sample to the importer to be matched like a piece of silk for a dress. That is where the tea taster, with his finely trained senses, comes in.

More like studios than laboratories are the rooms in New York and in the Orient where Mr. Quackenbush sniffs at endless little heaps of tea leaves. Tea rooms must face exactly north for uniform light, and the tea window has wood or iron running up five or six feet, at an incline which permits the true light of the sky to come down, at the same time shutting out reflected light from buildings opposite. The counter is painted dull black to prevent reflection.

Revolving tables are used, which hold about twenty-

five cups, and the judges have only to turn them to compare the drawings of the samples. Judgment is rendered on the smell of the hot leaf in the pot, the test in the cup, the appearance and smell of the dry leaf, and the appearance of the infused leaves.

"The most common mistake made in preparing tea is the failure to have the water freshly boiled and boiling hard when it is poured on," Mr. Quackenbush says. "In the testing rooms we would never use water that had been boiled for many minutes. It gets flat and spoils the flavor of the tea."

### STOLEN ICE CREAM THEIR UNDOING

At the annual dinner of the University Settlement association in Milwaukee, Wis., a few days ago, eighty young women sat nibbling cake and casting furtive glances at the door leading to the kitchen. All were wondering why the ice cream did not accompany the cake for dessert, as per menu.

Finally Mrs. J. A. Jacobs, director of the settlement, arose and started an intensive investigation. The chef said the ice cream had arrived on the premises, he had seen it with his own eyes at the back door, "in ze tree beeg cans," but that when he went to fetch it in a little later, it had mysteriously disappeared and left no trace. Mrs. Jacobs went from the cook out in the rear of the building, where the ice cream had made its unexplained exit. A high board fence separated the premises from an alley way a short distance away, and as she stood wondering, she thought she caught the sounds of subdued voices coming from behind the fence.

She went forward to the fence, on tiptoe. It certainly had been voices she had heard. She saw a board in the fence was loose at its bottom end, and softly swinging it to one side, she peered through. And behold! There was the missing ice cream, all three cans of it, and about it were four ragged urchins delving into the cans with all eight of their dirty, pudgy hands and stuffing, stuffing, stuffing!

Without disturbing the buccaneers, Mrs. Jacobs returned to the dining room and reported her discovery. Quickly mobilizing, the eighty young women hurried to the street and closed the ends of the alley, while the chef manned the hole in the fence armed with a spoon a foot long. Escape being thus cut off, the ice cream bandits capitulated; and though they were not incarcerated, the emulators of Captain Kidd when last heard from were paying penalty for their crime, for each had a severe and pronounced case of *stomache ache*.

### SUGAR COMPANY ENJOINED

Federal Judge Frank H. Rudkin, of San Francisco, Cal., has issued a temporary restraining order against the California & Hawaiian Sugar Company, the First National Bank and the Canton Bank of San Francisco, which prevents them from presenting for payment letters of credit amounting to \$558,000 against the Continental Candy Corporation of Chicago. The candy company entered into a contract with the sugar company last May for the delivery of 1,250 tons of white Java sugar at \$19.85 per hundred pounds, the deliveries to be made in September and October, 1920. It now contends that the contract was void in that it is in violation of the anti-trust law, and that it further violates the Federal statutes covering the re-sale of sugar. The letters of credit involving the sum of \$558,000 were obtained from the First National Bank and the Great Lakes Trust Company and authorized the sugar company to draw when final deliveries should have been made.

## FOUNTAIN EXPERT AND GLOBE TROTTER

Few men have had wider opportunities for observing the ins and outs of the fountain industry and its related lines than has George S. Ward, of New York.



GEORGE S. WARD.

Starting in 1896 with George Walter Fleming, a confectioner of Syracuse, N. Y., he has been affiliated with the industry in various capacities ever since and still continues at it, his particular specialty being the development of new ideas in connection with soda fountain construction, more especially, the solving of refrigeration problems. At the present time he is engaged in promoting the sales of the "Braun-Stein Built" soda fountain and accessories, manufactured by the Braunstein Bros. Soda

Fountain Co., of New York City.

Mr. Ward may be said to be a veritable globe trotter, and in the trade his winning smile is known from Portland, Me., to Portland, Ore. Besides looking in upon the prospects of the fountain business in Cuba, Mexico, Hawaii, Hongkong, Manila and various other places, he served Uncle Sam for three years under the colors in far off Mindanao, P. I. He has many interesting experiences to relate concerning his travels in foreign countries. In the Philippine Islands he found a number of large American soda fountains in operation in the larger towns, and that as far south as Zamboango and Jolo, the visitor can get soda water served in the modern way. In the United States at the present time, he observes, the soda fountain business is a year 'round proposition and there is no break in the season. The fact that he continues to sell most of the old time experienced soda fountain men, is evidence of his ability and standing with the trade.

## THE BORDEN COMPANY'S PRIZE CONTEST

The recipe contest for soda fountain dispensers conducted by the Borden Company of New York which was announced in the September issue of *THE SODA FOUNTAIN*, has produced results with which the company is greatly pleased and gratified. A much larger number of recipes was sent in than was expected and it is announced that all of these are good and some exceptionally so. The prizes offered were as follows: first prize \$50; second prize \$25; third prize \$15; and ten others of \$10 each.

The purpose of the contest was to develop new uses in drinks and soda fountain refreshments of the Borden Company's malted milk. It was thought, said the manager of the company, that the contest would result not only in an increased consumption of nutritious milk food, something which would benefit consumers as well as the manufacturer, but would have the effect of benefitting the soda fountain business generally through bringing out formulas for new and popular drinks. Contests of this sort make for bigger business and better service. The prosperity of the soda fountain shop or department is dependent on sales and sales on customers and whatever increases the satisfaction, pleasure or well being of the latter will show in increased patronage, and such contests should be encouraged.

## A DEVIATION FROM ADVERTISING ART

**How Violation of Established Canon and Untrammelled Use of English Brought Business to One Fountain**

Any advertising agent or agency will tell you that it requires skill, training and experience to write advertisements that will "pull" business. This may be correct in general but one druggist has had an experience with some soda fountain advertising which convinced him that this isn't always true. He has been presented with a big increase of business as a direct result of some ads which without question violated every canon of the advertising art.

The story of how it happened is interesting and it may be that others could use the same idea. At any rate he is willing to pass it on for what it is worth, admitting that his own good fortune was entirely accidental.

His store is one of a number located within a few blocks of the high school building in a city of about fifty thousand. Naturally he had a fair soda fountain and candy trade with the students but nothing beyond the ordinary. One day three or four girls came in and asked to talk with him for a few minutes. Not being entirely stupid or lacking in experience, he foresaw a demand for a contribution to something and was correspondingly pleased.

A few words proved his forebodings were well-founded and he listened to an explanation of a plan to publish a school weekly in which he naturally must wish to take a page of advertising space at ten dollars. He hardly liked to refuse them, though he had his ideas of the paper as an advertising medium, so he made the best of a bad job and compromised on a half page for four issues. When the bargain was made, one of the girls, whom he knew slightly cried, "Oh Mr. Johnson, won't you let me write your ads? I know I could write beautiful ads about ice cream and chocolates."

As he now admits, he regarded the money as wasted anyhow, so he told her to go ahead and fill the space if she wished and thought no more about it for six weeks or more, in fact not until after the first number had appeared. He did notice a gratifying increase in soda fountain business but did not connect it with his advertising venture until he happened to be at the fountain one afternoon as a bevy of girls came in after school. What he heard of their conversation convinced him that they had been attracted by the ad in the school weekly and he at once procured a copy.

Perusal left him weak with laughter and he describes the ad as a most wonderful conglomeration of superlative eulogistic adjectives, adverbs and exclamation points. The following week brought one even more extreme if possible, but the ads brought business because they appealed to the high school girls, either because of the free and untrammelled use of the English language or because they were obviously written by one of the girls. It was not long before Johnson's Drug Store was the one place of refreshment mentioned among the girls for the fashion was set. As for the boys it takes no extensive knowledge of youthful psychology to know where they went for sodas and ice cream.

As a result, the fortunate advertiser instead of getting his fair share of a big trade in ice cream sodas and chocolates, coralled nearly all of it, greatly to his financial benefit; and the young lady who still acts as his advertising agent has unlimited credit at the fountain, which, by the way, has been more than doubled in size.

## HOW TO KEEP BUTTER AND CHEESE

### The Different Varieties of Cheese Require Much Difference in Care—Short Notes on Keeping Butter and Some of the Better Known Kinds of Cheese

Questions are often asked by retailers as to the best way in which to keep butter and cheese. Ordinary dairy or store cheese gives little trouble in this respect, though if it is bought in bulk the boxes should be turned over every two or three weeks. In common with all other cheese, when it is exposed for sale it should be placed under glass to keep it moist and free from dust.

Butter is very susceptible to cold or heat, and will collect any foul odors easily. Therefore it should be kept in a cool place, and will be better preserved if placed in a light brine, which should be enough to completely cover it. Care should be used in buying butter, and the stock kept fresh. Unsalted butter should be kept cool and free from air, and not more than one week's supply kept in hand.

Swiss cheese should be kept in a cool place and not exposed to draughts. When cut, it should be covered with a salt sack saturated with water and kept moist; in fly time, vinegar is preferable to salt water. Never let a loaf stand on its edge, as it is apt to break or crack on the inside. Do not lay more than two cheeses together, as there is danger of injuring the one underneath. It is not safe to carry stock longer than three months, as it is apt to get hard and brittle. The best place for its storage is a cool, draughtless cellar.

Roquefort and Gorgonzola cheese are brittle and break easily, and should be handled with care. They should not be placed more than two high after removal from their packages, as the weight of the upper ones is likely to crack those below. They should be kept free from draught and as cool as possible without freezing. The best way to retail Roquefort or Gorgonzola cheese is to cut them in quarters and eighths and wrap each piece in tin foil.

Camembert should be kept cool and free from air. If soft, exposure to air will harden; if too hard, placing under a glass globe will soften. Not more than a week or ten days' supply should be bought, as this cheese does not improve with age.

Neufchatel and "Philadelphia" cream cheese keep best when freely exposed to air. In warm weather they should be kept on ice, but without covering which may cause them to mold. Not more than a week's supply should be kept.

Munster cheese should not be kept for any great length of time, and it is recommended that no more than a month's or six weeks' supply should be laid in at any time. The time for which it may be kept can be lengthened by taking the cheese from its original package and rubbing with the hand until grease appears on the outside. Glass globes are very necessary in handling this cheese on the sales counter.

Limburger cheese should be kept in a cool cellar, if possible, and the boxes should be turned over every two or three weeks. If it shows a tendency to become too soft, sticks should be placed between the boxes to keep the cheese from heating. If this cheese is made in September or October, it will keep all winter if properly cared for; but if made in summer, it should be used by January 1 following. When exposed for sale it should by all means be kept under a glass cover.

Fromage de Brie and Handekaise cheese keep well in the original boxes. The Handekaise boxes should be turned over every few days, however, and not more than a two weeks' supply should be kept. If Fromage de Brie should become too soft, it may be hardened by taking the top from the box and exposing to the air

in a cool place. It may be softened by placing under a glass cover.

English dairy cheese should be treated the same as store cheese. It is considered to improve with age, and though it crumbles when cut, this is to be expected.

## RHODE ISLAND'S MILK LAWS

The passage of a new milk law by the General Assembly of Rhode Island at its coming session is sought by Dr. C. V. Chapin, superintendent of health of the city of Providence, and other officials. In the main it will seek to differentiate between low grade and adulterated milk. There is a vital need for the protection of the public in this respect in Rhode Island, it was said at a meeting held to draft such a measure.

At present the law makes no distinction between low grade milk produced from cows incapable of coming up to a high standard and milk which has been adulterated in one way or another. This works a hardship on many producers. The new bill will attempt to be fair to producer and consumer alike.

In spite of this condition the state Food and Drug Commission, in its annual report, found that high grade milk and cream only were being used by ice cream manufacturers and bakers.

## CALIFORNIA INDUSTRIES LUNCHEON

The annual holiday luncheon of the California Industries Association held in the ballroom of the Palace hotel, San Francisco, before Christmas, was a huge success, all records for attendance being broken. Six hundred members of the organization and their wives attended the event and three hundred were turned away.

The luncheon was held under the direction of the leading wholesale candy manufacturers of the city, and artistically garbed candy girls passed among the tables distributing boxes of choice confections to women guests.

Oscar Boldemann, chocolate manufacturer, was chairman, and in a short address directed attention to the importance of the confectionery business and the opportunities for making San Francisco a manufacturing center. He referred especially to the cheapness of raw materials, the unexcelled shipping facilities and the perfect climatic conditions. The candy men, he declared, had determined to "put California on the map as a candy quality State."

The other speakers and their subjects were: Horace Guittard, "Chocolate Manufacturing in California"; Harry Hoefer, "The Candy With a Personality"; E. J. Hromada, "Hromada Candy Company"; D. L. Ghirardelli, "Say Gear-ar-Delly Chocolate," and W. M. Thompson, "Pacific Coast Candy Company."

## LOVELL & COVELL STAFF MEETING

C. Norman Lovell, president of Lovell & Covell listened to good advice on business conditions given to him by his salesmen and executives at the recent annual dinner of the company at Young's hotel, Boston, Mass. Mr. Lovell told the men it was their night, and he was prepared to hear anything. It is the annual custom of the company at these dinners to air all the ideas and mistakes of the year, and as there were twenty-four men present, the president heard nearly every kind of an opinion on candy manufacture. Mr. Lovell stated that to his mind the candy business is perfectly sound and that the alarmists who talked about the failures of candy makers because of the sugar situation were unduly excited.

## GROWTH OF J. HUNGERFORD SMITH CO.

**Development of the Business from a Humble Beginning Founder Attributes to Carefulness and Accuracy of Detail—Firm's Products now Known Throughout the World**

In connection with the recent announcement of the action taken by the J. Hungerford Smith Co., of Rochester, N. Y., in increasing its capital stock to \$2,600,000, it is interest-



J. HUNGERFORD SMITH

ing to note the wholesome growth of the business of this concern from its humble beginning in 1877. In that year Mr. Smith, following his graduation as a chemist from the University of Michigan in Ann Arbor, established a drug store at Ausable Forks, N. Y. In those days there were no telephones, no typewriters and no electric lights, but, as Mr. Smith explains, "it was a time when the fundamental principles of business were no different from what they are today, or any other day, for that matter." Concerning this he refers particularly to carefulness in building confidence in the mind of the public.

"The exacting influence of an education in chemistry had taught me the importance of accuracy of detail," says Mr. Smith. "Then, too, the experience of preparing prescriptions in the drug store in Ausable Forks had shown me the value of creating an absolute confidence in not only my ability for accuracy, but also a confidence in the purity and freshness of the pharmaceutical materials that filled the prescriptions. It was natural, then, that when our little store added a soda fountain to its equipment, I should handle the details of this side line of business with the extreme care that the drug trade required."

### Early Experiments With Fruit Juices

And it probably was due to this careful attention to the details of the soda fountain business in that little northern New York town that inspired Mr. Smith to begin experimenting with odd combinations for use as drinks. He found that the addition of fruit juices to carbonated water was unsatisfactory and up to that time the preparation of pure fruit juices with sugar had been considered too expensive a product for popular demand. Mr. Smith was confident, however, that if the right process were devised for combining the juices with sugar, there would be no difficulty in meeting the public's taste as well as its ideas on prices. He therefore began making, often in the kitchen of his own home, the concentrated syrups that have made his soda fountain the pioneer of the great business that, he points out, "is, in many instances, the better part of the drug trade."

Gradually, the reputation of the little soda fountain in the Smith drug store at Ausable Forks began to spread far from the little town. Mr. Smith recalls that Grover Cleveland, P. T. Barnum and Whitelaw Reid, stopping over in the town on certain occasions, sampled the delicious drinks and dishes served in the Smith store and became voluntary press agents for the place. As a result of this "word of mouth" advertising, demands for the J. Hungerford Smith products began to pour into Ausable Forks from other stores in other towns and in time a small frame building was erected in the town and in this little plant Mr. Smith obtained his big start over his competitors. The "True Fruit" products, a name he adopted at that time, simply made trade and the business

grew steadily and consistently. "The logical outcome of supplying fountains with pure materials was an increased demand and I have often wondered," Mr. Smith said today, "why someone else had not started to do what I had done long before I did."

### Establishes Plant in Rochester

With the growth of the business in Ausable Forks, it became necessary for Mr. Smith to seek larger quarters. In searching for a desirable location, Mr. Smith came to Rochester and decided to remove his plant to that city because of its nearness to the center of the district producing many of the fruits used in the "True Fruit" soda fountain requisites. And so it was, in 1890, that J. Hungerford Smith found the business developing into a modern plant in Rochester. Several times since then the firm has increased its capacity until it now has a manufactory that supplies goods for 50,000 dealers, and from year to year equipment, in the way of special machines, vessels and apparatus, has been added, much of which has been invented by the concern so that its output cannot be duplicated.

### Modern Grape Juice Plant in Lawton

In response to many suggestions from customers that the firm manufacture a grape juice equal in quality to "True Fruit" products, the J. Hungerford Smith Co., subsequently erected a modern plant in Lawton, Mich., this location being selected because of the excellent quality of the Concord grapes grown there. In Lawton as well as in Rochester the company has a most modernly equipped plant, the Rochester manufactory being one of the largest in the city, and the firm's "Royal Purple" grape juice and other products are known all over the world. The Rochester plant comprises more than 300,000 square feet. The officers of the company are: President, J. Hungerford Smith; vice-presidents, William H. Stout and W. Frank Martin; secretary, Theodore O. Hamlin; treasurer, Junius R. Judson; directors, Leroy M. Kellas and Rochester H. Rogers.

### NEW ENGLAND CONFECTIONERS' DINNER

The 100th dinner of the New England Confectioners' Club took place Wednesday evening December 15, at the City Club in Boston, Mass., with more than 300 members and guests present. The new president of the club, N. Edwin Covell, presided, and seated with him at the head of the table were the following former presidents: Edwin F. Forbes, Frank E. Clark, Charles F. Simes, Fred H. Brown, James S. Bell, Charles D. Rice, Walter H. Belcher, and William E. Crosby, and Fred H. Dow, treasurer, and Charles A. Mayo, former treasurer for 18 years, with George B. Farrington, secretary of the club since 1898, and H. F. Sparrow, a former early secretary.

During the dinner there were numerous stunts carried out that kept the gathering in a lively mood. The one quiet part of the evening was when the members arose in silent tribute to Fred H. Roberts of Wilmington, the only member of the club who has died since the last meeting. A set of resolutions expressing grief at Mr. Roberts' death and the sympathy of the club for his family were unanimously adopted.

Of the 20 Boston confectioners who formed the club in 1891, it was announced that 12 are still in business.

### HOPES TO SERVE PRESIDENT-ELECT

The Danish pastry expert, L. C. Klitteng, whose home is in the Isle of Laesoe, Denmark, has arrived in this country on a trip around the world to teach the art of pastry making as it has been perfected by the Danes. He says that he served Danish pastry at the wedding of President Wilson in 1915 and on various occasions to a baker's dozen of state governors, and that he hopes soon to serve it to President-elect Harding in Marion, O.

## News Notes of the Trade

Belding, Mich.—Frank Harlan has opened a confectionery here.

Storm Lake, Ia.—The Foster confectionery store has been burned.

Cedarburg, Wis.—The Darkow Candy Company is opening a business here.

Negaunee, Mich.—A confectionery has been opened by Herman Maki.

Mazamaine, Wis.—E. Fosterling and Fred Dussault are to open a confectionery and billiard room here.

Utica, N. Y.—The Utica Ice Cream Company has bought from the Lansing Realty Company a strip of land fronting forty-three feet in Lansing street.

New Britain, Conn.—Reglo Neri, of the Neri Brothers fruit and confectionery stores, is expected to return from Europe during the present month.

Worcester, Mass.—Fire of undetermined origin in the Madden candy store at 117 Main street destroyed confectionery valued at \$1,000.

Houston, Tex.—The Eagle Bottling Works is constructing a building in McKinney avenue, at a cost of \$24,000. This company is a new enterprise, which expects to begin operating about February 15.

South Boston, Mass.—Charles Zorba, a former candy dealer here, is now engaged in the confectionery business at Sandford, Me.

Springdale, Ark.—The plant which the Welch Grape Juice Company is to establish at this place is expected to be in full operation in 1922.

Portland, Ore.—The Hazelwood Ice Cream Company has admitted judgment against it for \$900 in the suit of Sam Papisodere, by guardian and next friend, to recover for personal injuries sustained from being struck by a delivery wagon of the company on June 10.

Dover, N. H.—George W. Merrill, well known confectioner and cigar dealer, died November 27, at his lodgings in Locust street, following a short illness.

Baraboo, Wis.—W. H. Vogler, a confectioner here, is dead. He is reported to have killed himself.

Fond du Lac, Wis.—The Carnation Candy Company has opened a business at 214 South Main street.

St. Paul, Minn.—A confectionery has been opened at 1102 Rice street by Mrs. George Schneider.

Burlington, Vt.—The plant of the Vermont Chocolate Company, which had been running under a reduced schedule, has closed down. About 400 employees are affected.

Boston, Mass.—Shortly before the holidays the Moxie Company closed all departments of its business throughout the United States for a "Christmas Shopping Day" in order to give every employee an opportunity to do his or her Christmas shopping.

Charlestown, Mass.—Construction has been begun on the first unit of a seven-story factory building in Main street for the W. F. Schrafft & Sons Company, confectionery manufacturers. The unit under construction will be ready for occupancy about April 1.

Boston, Mass.—The E. R. Sherburne Company is defendant in a suit for \$2,150,000 damages for alleged breach of contract in a transaction in 5,000 tons of Argentina sugar. The action was brought in the Federal District Court by Moses Cia, of Argentina. An attachment for \$2,500,000 has been issued against the defendant company's property.

San Francisco, Cal.—Fred Hunt, an ice cream deliveryman employed by the Miller Ice Cream Company, was

found murdered in the basement of the Hippodrome Theater December 4. Robbery is believed to have been the motive for the crime, the perpetrator of which is unknown.

Bridgeport, Conn.—Recent analytical tests of ice cream manufactured here taken by the city bacteriologist, Francis E. Vosburgh, show the product to be within the pure food law. Practically all foodstuffs will come under similar scrutiny within the next few months.

New Bedford, Mass.—A bill in equity for \$20,000 and seeking dissolution of partnership has been filed in the superior court by Zoel Roy against Archille Gingras and Alfred Rochleau. The parties are partners in the Tip Top Ice Cream Company, at Acushnet and Bates avenues.

Berkeley, Cal.—The O. K. Candy Store in Shattuck avenue has sustained heavy damages to its stock from water, which ran into the building through an opening left in the roof by workmen.

Courtland, N. Y.—The Reid Ice Cream Company, which closed down its plant at Cincinnati several weeks ago, is said to have on hand there a large stock of powdered milk for which there is no present market.

Springfield, O.—The Purity Ice Cream and Dairy Company is installing a new pasteurizing, cooling and bottling equipment at its plant in South Wittenberg avenue. With the new equipment the plant will have a capacity of 750 gallons of milk a day.

Boston, Mass.—The cut of twenty per cent on soda crackers and what is commonly known as cracker merchandise announced by the National Biscuit Company, does not apply to individual package goods, which latter are classed as luxuries.

St. Louis, Mo.—The Griesedieck Beverage Company plant at 3682 Forest Park boulevard has been sold by the receiver at public auction to James Cunningham for \$140,000. A petition has been filed by the receiver asking the court's approval of the sale.

Augusta, Me.—The Division of Inspection of the Department of Agriculture has prosecuted and secured a number of convictions in cases charging adulteration of milk and exposure of food in unclean and unsanitary conditions. A number of cases are yet pending in which adulteration and misbranding of various articles, including bottled soda and ice cream is charged.

Detroit, Mich.—Four downtown dispensers have reduced the price of ice cream soda from seventeen to eleven cents, including war tax. One of the stores reduced sundaes to eleven cents. It is reported that a company operating a chain of drug stores, one of which is at Flint, Mich., has reduced the price on ice cream soda from seventeen to eleven cents; on sundaes, from twenty-two to seventeen cents, and on soft drinks from eleven to six cents.

Toledo, O.—The wholesale price on practically all brands of bottled soft drinks has been reduced from ninety to seventy-five cents a case. The reduction will enable dealers to sell some of the most popular drinks at five cents a bottle.

Watertown, Wis.—J. C. Harrison will open a confectionery and tobacco business.

Dayton, O.—A bonus of \$2,200 was voted and distributed to its employees just previous to the Christmas holidays by the C. S. Ball Candy company.

Waterville, Me.—The Skowhegan Jersey Creamery are making preparations to begin the manufacture of ice cream. Machinery has been already selected.

Poughkeepsie, N. Y.—Bishop, Babcock & Company, Chicago, Ill., are installing a new soda fountain in the establishment of Smith Brothers. In consequence of the work, fountain service has been discontinued at Smith Brothers place for several days.



Allentown, Pa.—The Loux Ice Cream Company, wholesale ice cream manufacturer, now operates twelve trucks constantly in the distribution of its product. The company's truck service now covers a radius as far as thirty-five miles out from this city.

Owosso, Mich.—In anticipation of greatly increased business during 1921, the Connor Ice Cream Company, operating plants in Lansing, in Ann Arbor, and here, is adding much new equipment to its established units. Two new glass lined tanks of 1,000 gallon capacity for the storage of "mixes," before they are sent to the freezers will be installed in the local plant.

New Britain, Conn.—Fire of unknown origin destroyed a frame building in Church street, the lower floor of which was occupied by Peters Brothers' confectionery. Two families living above the confectionery lost all their effects and had a narrow escape for their lives. The Rialto theater building adjoining that occupied by Peters Brothers was also burned.

Milwaukee, Wis.—The Pabst Brewing Company has been succeeded by the Pabst Corporation, which proposes to manufacture and deal in various goods and wares. The brewery is still in operation to a limited extent, making a one-half of one per cent beverage.

Cedar Grove, Wis.—A confectionery and ice cream business is shortly to be opened by H. Stokdyk.

San Francisco, Cal.—The American Soda Fountain Company is moving its Pacific coast offices and salesrooms to new quarters at 593 Mission street, where more floor space is available.

Houston, Tex.—Branded and sherried mince meat seized in grocery stores early in December by Federal prohibition agents, has been ordered returned to its owners. Branded fruits seized at the same time are still being held by the government agents.

Boston, Mass.—Directors and officers of the Boston Confectionery Company had their annual dinner at Young's hotel December 17. J. C. Rolf was introduced as presiding officer by the president of the company, Charles F. Simes. Twenty-four were present.

Baltimore, Md.—An order has been issued by the Federal court requiring the Lincoln Candy Company to appear and show cause why it should not be adjudged a bankrupt. A creditors' petition against the company alleges indebtedness to Ferris Brothers, the Gordon Paper Box Company and N. H. Lane in the sum of \$4,700. The court appointed H. J. Quinn, Washington, D. C., receiver.

Boston, Mass.—The Massachusetts House of Representatives, in special session, has refused to repeal or amend the 2.75 per cent beer law. The action of the House was based on the ground that the voters of the state had voted in favor of beer containing that amount of alcohol and that the law now on the statute books would become operative in Massachusetts should the Volstead act at any time be repealed.

San Francisco, Cal.—A Sunday closing ordinance has been agreed upon for recommendation by the Supervisors' Police Committee, the effect of which will be to close many lines of business in this city on the first day of the week. Ice cream parlors, restaurants, and places selling drinks, beverages, milk, fruit or flowers, as well as drug stores, hotels and certain other businesses, are expressly exempted from the operation of the ordinance.

Northampton, Mass.—The Beckmann's company has discontinued the ice cream delivery business, having sold all its trucks and delivery equipment to Tait Brothers, Springfield, who will carry on the business. In announcing the discontinuance of this branch of its business, one in which it has engaged for thirty years. Beckmann's says it is

essentially a manufacturer of candy, and that its facilities for the ice cream delivery business having become outgrown, it decided to withdraw from the latter and devote more attention to the making of candy, rather than move to larger quarters.

Pipestone, Minn.—James Austin has reengaged in the confectionery business.

Princeton, Minn.—John Huber has opened a confectionery business here.

Topeka, Kan.—F. L. Brashay, head of the Lincoln Candy Company, Atchison, Kan., recently a guest of the industrial committee of the Chamber of Commerce of this city, told the committee that Topeka has transportation and other advantages that render it a logical location for a candy factory, and that a paid up capital stock of \$50,000 would be a sufficient capitalization.

Chicago, Ill.—In an address before the National Association of Practical Refrigerating Engineers at the Hotel Sherman, George E. Kloss, Kansas City, Mo., said that the butter fat content of ice cream required in his state is fourteen per cent while in Illinois only eight per cent is required. Kansas, he said, also required a solid content of thirty-two per cent, Missouri thirty per cent, and Texas twenty-eight per cent.

New York, N. Y.—The lobby of the Town House, Central Park West and Sixty-eighth street, has been much improved by the installation of a handsome candy, cigar and news stand. The addition to the lobby is finished in walnut in keeping with the interior woodwork and furnishings.

Manitowoc, Wis.—The Martha Louise Candy Company has engaged in business here.

Mauston, Wis.—A confectionery shop will be opened by Al. Pickford.

Waukesha, Wis.—Frank Ward has opened a confectionery and ice cream and cigar business in the new Park Theater building.

Richmond, Va.—A company to establish a syrup mill at Monticello, Fla., to be known as the Monticello Syrup Company, capitalization \$50,000, is being organized.

Portsmouth, N. H.—A meeting of the managers, salesmen and makers of the Coon Ice Cream Company was held here December 16 and 17. Among those attending were W. H. Carr and C. A. Carr, of Lewiston, Me., and G. W. Heywood, of Poland, Me.

Willimantic, Conn.—Joseph Payette, of Sprague, Conn., has filed suit against W. C. Morris, proprietor of the Palace of Sweets store, 734 Main street, this city, for \$3,000 damages for personal injuries alleged to have been sustained by the plaintiff on April 29, 1919, when he was struck by an automobile which it is charged was driven by the defendant. The alleged injury occurred in Norwich, Conn.

Boston, Mass.—Employees of the Walter M. Lowney Company received their remaining portion of the full-time dividend for 1920 on December 22. At the same time the employees received a message from Walter M. Lowney extending to them the company's best wishes for the New Year.

Kansas City, Mo.—J. E. Earnshaw, food and dairy commissioner, confiscated 210 gallons of ice cream at the Arctic Dairy Products Company's plant on December 18, because the ice cream failed to meet the eight per cent butterfat requirement. The illegal output is stated to have resulted from a mistake in handling the formula.

Wheeling, W. Va.—A. A. Horner has opened a soda fountain, confectionery and tobacco shop in the Stand theater building.

Fresno, Cal.—Jones' Confectionery has been opened for business on East Tulare street.

Cresson, Pa.—The McCormick Ice Cream Company has construction under way on a new two-story plant to cost \$24,000.

Venice, Cal.—A disastrous fire occurred here late in December, wiping out the confectionery stores of Leininger & Bender and R. L. Sheahan.

Brookline, Mass.—A new candy establishment, to be known as Walter's Candy Shop, has been opened at 1364 Beacon street, Coolidge corner.

Philadelphia, Pa.—The Gates Home Made Candy Company, 106 Norris street, is planning for improvements in its plant to replace a recent fire damage.

Haverhill, Mass.—The Coca-Cola Bottling Company, 12 White street, has commenced the erection of a new one and two-story plant at Salem, Mass., to cost about \$18,000.

Daytona, Fla.—The Lowe Bottling Works have arranged for the construction of a new branch plant at New Smyrna, Fla. The machinery installation will cost about \$5,000.

New York, N. Y.—The Ozonated Beverage Corporation 487 Broadway, has had plans prepared for extensions and improvements in its five-story factory at 45 Mercer street, to cost about \$15,000.

Cedar Rapids, Ia.—The Hutchinson Ice Cream Company has awarded a contract to Loomis Brothers, Cedar Rapids, Ia., for the erection of a new two-story and basement plant to cost about \$50,000.

Philadelphia, Pa.—The Humphreys Candy Corporation is being organized by S. W., P. W., and W. Westcott Humphreys, to manufacture candy products. The new company is represented by Joseph W. Kenworthy, 1507 Finance Building.

Louisville, Ky.—The National Candy Company, 829 South Floyd street, has plans under way for the erection of a new five-story and basement factory of reinforced concrete. D. X. Murphy & Brother, Louisville Trust Building, are architects.

Lansing, Mich.—The Michigan Ice Cream Company is now in its new quarters in what was formerly the Arbeiter Hall, in North Grand street. In this building, which has been remodeled, the company has one of the most complete ice cream manufacturing plants in the state.

Glenville, N. Y.—At the annual meeting of the Glenville Branch of the Dairymen's League held in Glenville village December 17, officers of the branch were elected for the ensuing year as follows: Mina Van Epps, president; John Ernest, vice-president, and Charles Kinum, secretary-treasurer.

Washington, D. C.—Several establishments in the District of Columbia have been ordered by the health authorities to discontinue the sale of certain candies declared to contain uncooked corn starch. While the uncooked cornstarch may not be said to render the candy impure, the health department officers say it makes it indigestible and therefore unhealthy.

The Coca-Cola Company, which some time ago decided to erect a large building in Baltimore, Md., devoted entirely to the manufacture and distribution of its product in this territory, has filed with the Building Inspector plans for the construction. The plans call for a number of buildings, one of which is to be more than 400 feet long. One of the features of the plant will be a sugar refinery, designed to refine all the sugar used in the manufacture of Coca-Cola. According to the announcement about \$300,000 will be expended on the plant.

## NATIONAL CANNERS TO MEET

### The Consumer Relation to Industry to Receive Attention—Government Officials to Participate in Discussions

In conjunction with the convention of the National Canners Association in Atlantic City, N. J., January 17 to 21, there will assemble the Canning Machinery and Supplies Association and the National Canned Foods and Dried Fruit Brokers' Association. All parts of the United States will be represented and it is expected that the attendance will exceed 5,000.

The Canners convention and the meetings of its allied associations will be "dedicated to the consumer." In a statement made by Walter J. Sears, of Chillicothe, O., president of the Canners Association; Ogden S. Sells of Buffalo, N. Y., president of the Canning Machinery and Supplies Association; and H. A. N. Daily, of Philadelphia, Pa., president of the National Canned Foods and Dried Fruit Brokers' Association; it is said:

"The gathering will lay emphasis upon the proper place of the consumer in relation to the canning industry, and speakers especially selected are expected to bring it into the light, thought and advice of the consumer."

H. T. Meredith, secretary of the United States Department of Agriculture, has been invited to address the agricultural production session of the convention, and will do so, other engagements permitting. Others who will address the convention are:

Arjay Davies, Easton, Pa., president of the National Wholesale Grocers' Association; J. A. Ulmer, Toledo, O., president of the National Retail Grocers' Association; Harry P. Strasbaugh, Aberdeen, Md., vice-president of the National Canners' Association; Mary Sweeney, Lansing, Mich., president of the Home Economics Association; Dr. Carl L. Alsberg, Washington, D. C., of the United States Bureau of Chemistry; Dr. H. C. Taylor, Washington, D. C., chief officer of farm management and farm economics in United States Department of Agriculture; C. G. Woodbury, Washington, D. C., director of Bureau of Raw Products Research of National Canners' Association; Dr. M. J. Rosenau, Boston, Mass., of Harvard Medical school; Professor E. O. Jordan, Chicago, Ill., of the University of Chicago; Dr. W. D. Bigelow, Washington, D. C., chief chemist of the National Canners' Association; Dr. Harvey W. Wiley, Washington, D. C.; Russell B. Kingman, Orange, N. J.; Alfred McCann, New York, N. Y.; William A. Thompson, New York, N. Y.; George D. Buckley, New York, N. Y.; Stanley R. Latshaw, New York, N. Y.; Charles Coolidge Parlin, New York, N. Y.; F. J. Ross, New York, N. Y.; J. Harry Covington, Washington, D. C.; E. G. McDougal, Chicago, Ill.; and James Moore, Rochester, N. Y.

## Epicures in Khaki

Recipes for making various dishes and dainties such as are found in many current magazines are eagerly read and clipped by United States soldiers, according to the statement of a lieutenant with the troops on strike duty near Williamson, W. Va. The officer made the statement in connection with a request for reading matter for his men; but as his remarks show, he thought the interest of the troops had gone far enough in culinary matters and should not be further encouraged by a new supply of magazines containing the coveted recipes. "I don't want magazines," he said, "with cooking recipes in them. The boys have cut out enough recipes from women's pages and such to last the cook five years, and they insist on him trying them all. I think the cook will have to get a paper baler when we break camp."

## Incorporations

Dallas, Tex.—Nixon Cigar & Candy Company; capital, \$35,000; incorporators, R. F. Nixon, O. L. Williams and J. F. Hyde.

Toledo, O.—The Citizens' Beverage Company; capital, \$25,000; incorporators, J. K. Secor, C. S. Turner, J. M. Murphy, William Coghlan and Harry King.

Worcester, Mass.—Royal Bottling Company; capital, \$20,000; incorporators, Solomon Davidson, Jacob D. Queen, Morris Laurier, Benjamin Davidson and Eli Laurier.

Lima, O.—The Peerless Candy Company has increased its capital stock from \$15,000 to \$30,000.

San Francisco, Cal.—The Stewart Products Corporation; capital \$100,000; incorporators, C. W. Camm, S. Martin and A. D. Stewart. The company will manufacture ice cream.

Welch, W. Va.—The Tang Beverage Company; capital, \$10,000; incorporators, T. B. Nunan, J. L. Mullen, W. J. Schuster, Tony Loges and Pete McLinden.

San Diego, Cal.—San Diego Ice Cream Company; capital, \$50,000.

Indianapolis, Ind.—Aquos Company; capital, \$40,000; incorporators, Oscar Schmidt, I. C. Frush and J. L. Schmidt. Will manufacture soft drinks and distilled water.

Boston, Mass.—General Sales, Inc.; capital, \$25,000; incorporators, G. L. Almada, Jr., Joseph S. Pickford and Abbie G. Gallagher.

Toronto, Can.—Carbonated Products, Ltd.; capital, \$100,000; incorporators, William S. Smith, Thomas F. Hamilton and William J. Smith. Will manufacture ice cream, food and dairy products.

Montreal, Can.—Cooks' Friend Baking Powder Company, Ltd.; capital, \$300,000; incorporators, George G. Ulmer, George G. Ulmer, Jr., and Eugene Ulmer. Will manufacture extracts, yeast and baking powder.

Brooklyn, N. Y.—Herman Henschel, Inc.; capital, \$10,000; incorporators, Herman Henschel, John F. Parry and J. Brooks Nichols. Will manufacture confectionery.

Detroit, Mich.—Lee A. Phaldorf & Company; capital, \$1,500. Will handle confectionery and cigars.

Winston-Salem, N. C.—The Vanola Company, manufacturer of candy, is arranging for an increase in capital from \$500,000 to \$1,000,000 for proposed expansion.

Columbus, Ga.—The Chero-Cola Company, manufacturer of beverages, is arranging for an increase in capital from \$25,000 to \$250,000, for proposed expansion.

San Francisco, Cal.—The Golden Pheasant, which conducts a fine confectionery and restaurant on Geary street, has called a meeting of stockholders to be held on February 7 to consider a proposition to increase the capital stock from \$70,000 to \$100,000. J. John Eppinger is secretary of the company.

### STORE CHANGES

Watertown, S. D.—A. H. Struckmeyer has bought the J. D. Welter confectionery.

Shelton, Neb.—The L. H. Archer bakery and confectionery has been bought by M. C. Burright.

Wolverton, Minn.—G. J. Wieweg has bought the confectionery of W. H. Ranger.

Staples, Minn.—Michael Vlahos has bought Gus Metaxas' interest in the Olympia Candy Kitchen.

Ishpeming, Mich.—James Poulos and Alfred Cousineau have bought the John Poulos confectionery.

Baudette, Minn.—George Welch has bought the confectionery of J. L. Donahue.

Redfield, S. D.—Vergote Brothers confectionery has been sold to Dsekvlastos & Zarifis.

Woonsocket, S. D.—The J. T. Slattery confectionery has been bought by D. T. McMahon, J. Morrow and T. Morrow.

Poskin, Wis.—The confectionery and ice cream business of G. E. Dennewith has been bought by Theodore Hanson.

Marinette, Wis.—Gust Jimos has bought the Georgelan candy store, the former proprietor of which will open a candy factory here.

Helena, Mont.—The Gamer confectionery has been bought by Jack Herrick.

Oakland, Cal.—Grace Mottos has sold her confectionery at 2510 East Fourteenth street to J. B. Stormer.

Monterey, Cal.—Frank W. Hawkins has bought the interest of John W. Irwin, his partner, in the Poppy Candy store.

Riverside, Cal.—Peter Ladas and J. Apostol have bought a half interest in the Pan Tilla confectionery from T. Kollias.

Long Beach, Cal.—W. Karpes and Robert Orsco have bought the Virginia Sweet Shop.

Belle Plain, Ia.—The Emil Guisti confectionery has been sold to Marcucci Brothers.

Eagle Bend, Minn.—William B. Nelson has bought the Alfred Anderson confectionery.

Little Falls, Minn.—E. J. Beattie has bought the Dan Bell confectionery.

Baudette, Minn.—The confectionery and cigar business of George Leahy has been bought by C. P. Swenson.

Taft, Cal.—Barnett & Williams have bought the soft drink establishment here of Jack Durnall.

Manitowoc, Wis.—Metzger & Herzog have bought the confectionery and news depot business of Ed. Phillips & Sons.

Stoughton, Wis.—Will Lindman has bought the confectionery of Conrad Akvil.

Byron, Minn.—Frank Palmer has sold his confectionery to Elmer Dean.

Worcester, Mass.—The Jones-Mannix branch confectionery at 385 Main street has been taken over by the Chocolate Shop, 444 Main street. The purchasing company will continue the operation of both stores.

Allentown, Pa.—J. W. Arnold, who sold his ice cream manufacturing plant at 454 Liberty street to Robert Balliet, in 1919, has bought the business and will re-enter the ice cream making industry at his old stand.

Los Angeles, Cal.—C. F. West has purchased the confectionery business of D. Brown, at 1542 West Vernon avenue.

Oakland, Cal.—Helen A. Lucas has disposed of her confectionery business at 4065 San Pablo avenue to Kaleel Brothers.

El Centro, Cal.—R. B. McKinney has bought the El Centro Chocolate Shop from Mrs. E. C. Clayton.

Taft, Cal.—George A. DeWar has disposed of his confectionery business at 413 Center st. to Mrs. Bertha A. Montigel.

### Prefers His Straw "Katy"

The operator of an orangeade stand in Twenty-third street between Fifth and Sixth avenues, New York, wears a straw hat through the snow and sleet of winter as well as through the sunshine and dust of summer. Asked why he wore a straw all the year, the vendor of cold drinks said tersely: "Because I like it better than a fedora."

## Patents and Trade Marks

### PATENTS

Granted November 30, 1920

- 1,360,315—George L. Reuschline, Philadelphia, Pa. Apparatus for making can ice.  
1,369,606—Thomas W. Williams, Charleston, Ill. Attachment for corn popping machines.

Granted December 7, 1920

- 1,361,070—Rex de Ore McDill, Tampa, Fla. Food product and process for making same.  
1,361,146—Paul Egnatoff, Saskatchewan, Canada. Sugar dispenser.  
1,361,236—Raphael S. Fleming, assignor to Merrell-Soule Co., Syracuse, N. Y. Method of manufacturing food products.  
1,361,239—Raphael S. Fleming, assignor, etc. Food product and method of manufacturing the same.  
1,361,496—William J. Ruff, Quincy, Ill. Method of preserving carbonated beverages.

Granted December 14, 1920

- 1,361,943—Frederick C. Westfall, assignor to T. N. Benedict Mfg. Co., East Syracuse, N. Y. Pump for beverage dispensing machines or fountains.  
1,362,077—Gabriel A. and Arthur L. Bobrick, Los Angeles, Cal. Liquid dispenser.  
1,362,138—Valeria Pinghoff, Huntington, Ore. Fruit strainer.  
1,362,216—Charles Barnard and Harry H. Gages, Pasadena, Calif. Sun fruit drier.  
1,362,285—James C. Generousa, Westfield, Mass. Berry picker.  
1,362,383—Simon Bergman, New York, N. Y. Paper finger bowl and other paper vessel.  
1,362,449—Oliver E. Teall, assignor of one-half to The Tissue Company, Saugerties, N. Y. Container for paper napkins.  
1,369,533—Herman W. Higley, Yonkers, N. Y. Sanitary dish-washer.

Granted December 21, 1920

- 1,363,616—Donald Arthur Galt, Coffee pot.  
1,363,728—Oliver W. Mojonier, Oak Park, Ill. Process for making evaporated milk.  
1,362,776—Charles A. Bunker, Kansas City, Mo. Bottle capping implement.  
1,362,868—Maxwell O. Johnson, Walpio, Hawaii. Process of treating fruit juice.  
1,362,869—Maxwell O. Johnson, Walpio, Hawaii. Process of making jelly.  
1,362,870—Maxwell O. Johnson, Walpio, Hawaii. Process of making fruit syrup.  
1,362,904—Joseph A. Valtin, New York, N. Y. Bottle capping machine.  
1,363,084—John M. Canfield, North Glenside, Pa. Beverage dispensing apparatus.  
1,363,170—Elmer Roland Sharp, Davenport, Iowa. Bottle capping machine.

### TRADE-MARKS

Published December 1, 1920

- 127,467—The Red Raven Corp., Red Raven, Pa. "Billy Baxter." Ginger ale and sarsaparilla.  
127,496—Headleston & Woerz, New York, N. Y. "Imperial." Non-intoxicating cereal, malt beverage, etc.  
133,028—Selo M. Starkey, New Brunswick, N. J. Design. Non-alcoholic maltless beverages sold as soft drinks and cider.

Published December 8, 1920

- 97,303—Dennos Food Co., Seattle, Wash. and Chicago, Ill. Design "Denn-O." Malted non-alcoholic beverages.  
108,271—The Sylvester-Nichols Co., Little Falls, Minn. "De-lee-to." Ice cream, ices, cherry bar, etc.  
120,323—Say Tay Co., Louisville, Ky. Design. A non-alcoholic, non-cereal, maltless beverage having as a base South American tea.  
126,466—The Gottlieb Bauernschmidt Straus Brewing Co., Baltimore, Md. "It has the Snap." Cereal malt beverage.  
127,101—The United Nut and Chocolate Co., Wilkes-Barre, Pa. Design and "Liberty Bell." Salted peanuts.  
137,360—The Metro Chocolate Co., Inc., Brooklyn, N. Y. Design and "Metro." Chocolate candy.  
134,333—Arthur E. Schlichting, Sheboygan Falls, Wis. "Chocolate." A chocolate dessert pudding.  
134,775—Don M. Dickinson, Jr., Detroit, Mich. Design. Chewing gum.  
335,531—United States Syrup Co., San Francisco, Cal. "2-in-1." Syrup of hops used in making malt beverages.  
136,340—Sennett-Herr Co., Sterling, Ill. "Sennett's Special Sundae Syrup." Confectioner's product used for ice cream syrup toppings.  
136,799—Hooton Chocolate Co., Newark, N. J. "Hooton's." Sweet chocolate, milk chocolates, etc.

- 137,340—Arvi A. Suvil, New York, N. Y. "Torsten." Fruit confections of various flavors.  
137,385—Ralph S. Sherratt, St. Louis, Mo. "Malted-Mil-Kriapsa." Popcorn confection.  
137,700—B. Heiler & Co., Chicago, Ill. "Snow-Whip." A preparation in powdered form for making meringue for topping pies, desserts, etc.  
137,756—Augusta Ice & Beverage Co., Augusta, Ga. "Dewdrop." Malt syrup for food purposes.  
137,779—Katherine Janicek, Los Angeles, Cal. Signature of applicant. Chocolate coated candies.

Published December 15, 1920

- 123,691—Sigmund L. Goldman, Chicago, Ill. Design. "Seal Rock." Ginger ale.  
126,117—Frank M. Fox & Co., Saegertown, Pa. Design. Ginger ale, root beer, soda, etc.  
128,078—Cairo Products Co., Cairo, Ill. "Double Six." Root beer, ginger ale, mint cola, etc.  
133,249—Cleveland Fruit Juice Co., Cleveland, Ohio. "Ruby." Fruit syrups for the preparation of soft drinks.  
135,104—Lexington Brewing Co., Lexington, Ky. Design. A non-alcoholic malt beverage sold as a soft drink.  
137,755—American Chile Co., New York, N. Y. Design. Chewing gum.

Published December 21, 1920

- 97,615—The Bee Bee Confection Co., Dayton, Ohio. Design. Non-alcoholic, non-cereal, maltless, carbonated beverage variously flavored.  
134,129—Lash's Products Co., Chicago, Ill. Design. Maltless beverage containing less than one-half per cent of alcohol, sold as a soft drink.  
136,489—Louis Schiller, San Francisco, Cal. "New Crow." A non-alcoholic maltless beverage sold as a soft drink.  
135,869—The Schuster Co., Cleveland, Ohio. "Bicardi Punch." A non-alcoholic, maltless, cereal, and non-cereal beverage, etc.

### INCREASED CAPITAL SOUGHT

Five representatives of the Sugar Factors, Ltd., of Honolulu, T. H., arrived at San Francisco, Cal., early in December to confer on plans for increasing the capital stock of the California & Hawaiian Sugar Refining Co., which maintains a large plant in the latter city, it being desired to provide additional working capital and to bring the company's capitalization nearer in line with the actual value of its assets. It is now capitalized at \$7,500,000 and it is planned to increase this by about \$5,000,000.

Those who came from the Islands on this mission, and the interests they represent are: E. D. Tenney, Castle & Cook, Ltd.; E. F. Bishop, C. Brewer & Co.; John Waterhouse, Alexander & Baldwin; A. W. T. Bottomley, American Factors, Ltd., and T. C. Davies, of T. H. Davies & Co.

During 1920 this company handled about \$150,000,000 of raw sugar, as compared with a normal business of about \$30,000,000 before the war. Since 1906 it has increased its capacity tenfold, about \$5,000,000 having been expended on improvements within the last three years. Its present melting capacity is 2,000 tons a day and its assets are in the neighborhood of \$15,000,000.

The company is a close corporation, owned by the Sugar Factors, Ltd., and the Spalding Estate of Honolulu. George Rolph, of San Francisco, is general manager.

### BOARD HOLDS ICE CREAM CONES FOOD

Ice cream cones have been definitely determined to be food and classified as such under a recent decision of the United States Board of General Appraisers. The question came before the board following the taking of duty on a shipment of cones from a Canadian factory to Buffalo, N. Y. The importers urged that the cones should be admitted free of duty under paragraph 417 of the tariff law, and their contention was sustained by the decision. The paragraph referred to provides for the free entry of "biscuits, bread and wafers not specially provided for."

# THE SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK

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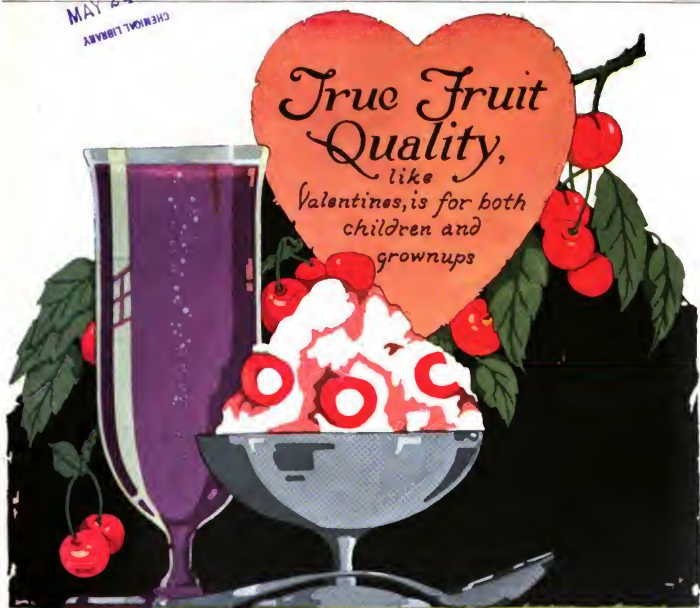
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VOL. XX

NEW YORK, FEBRUARY 1921

No. 2

MAY 24 1921  
CHEMICAL LIBRARY



## J. Hungerford Smith Co.

ROCHESTER N. Y.

# "POLAR"



This "POLAR" soda fountain installed by GREEN in the Country Club of Virginia, of Richmond, Va., paid for itself in three months and earned a profit for the Club of \$7,000.

## *Announcement*

Our handsome new catalog for 1921 is ready for prospective buyers of soda fountains. It contains illustrations and descriptions of our complete line. This publication has been prepared by us at considerable expense. It is printed on heavy coated paper and comprises forty pages of information

about the most practical soda fountain ever built. The book has a high grade cover with embossed plate and is enclosed in a specially made envelope. If in the market for a fountain, send for our new catalog. Our salesman will call on you without obligation. Don't delay. Spring is near.

### **ROBERT M. GREEN & SONS**

**Originators  
Established 1874**

**PHILADELPHIA**

**Manufacturers  
Broad and Vine Sts.**

**PENNSYLVANIA**

# THE SODA FOUNTAIN

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No. 2

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## Survey of Business Situation

THE SODA FOUNTAIN presents to its readers in this issue a comprehensive survey of the business outlook in the soda fountain trade. Representative manufacturers and jobbers have given their views on the situation, and the study of these views will be helpful to every man in the trade.

No man has to assume an optimism to be pleased with the trade situation as it is outlined in the telegrams and letters which we publish. The early buying has started, new equipment is being ordered, there is no pessimism manifested, and there is a spirit of confidence shown which is encouraging for a prosperous year.

From only one section is there a prediction that business will not be equal to that of last year. That section is the South, and it is not impossible that the reports reflect a state of mind rather than an actual condition. The South has been hit harder during the period of readjustment than any other section. The people there had planned their affairs on a basis of 40 cent cotton, and it dropped to 10. It may take them a little longer to get adjusted to the new order, but if the rest of the country is prosperous, the South will be also.

There is a note of warning sounded in these letters and telegrams that the good business man will heed. Do not delay in placing your orders for there may be a rush that will make deliveries impossible. The shipping facilities will be much better this year than last, but it is manifestly impossible for all deliveries to be made at the same time. The man who places his order early is insured a better service than one who delays.

An epitome of the situation as shown by the letters and telegrams from these representative houses in the trade is that 1921 will be a prosperous year. Some of the houses say they expect to do much more business than in 1920. It will be found that in the fountain trade as in every other line the business will go to the houses that go after it. We have been going through a period when doing business was largely a matter of taking orders. From now on there will have to be selling, and that

will apply to the dispenser as well as to the jobber and manufacturer.

## Percentage of Profit

In this issue we print an interesting communication from one of our subscribers who asks us to advise him, from the figures he supplies, the percentage of increase in his expenses and receipts, also his percentage of profits for the past two years.

We are always pleased to receive such inquiries and trust that our subscribers will note carefully our replies, to see if they are correct. This is a subject that should be constantly agitated until every owner of a fountain knows exactly what percentage of profit he is making, but in order to get at accurate figures, it is necessary to take inventory both at the beginning and at the closing of any period to be covered and these inventories should be based on figures which represent the real value of the goods at the time the inventory is taken.

This subscriber's fountain is located in a drug store and a certain percentage of the rent should be charged against the fountain, as well as its share of overhead expenses such as light, heat, taxes, insurance, cartage, delivery, etc.

It is also advisable to charge off each year a certain percentage of the cost of equipment for wear and tear. The average life of a fountain is perhaps 10 years, although in many cases they are replaced at shorter intervals and sometimes last for a longer period, according to the care and service the fountain receives. Any part of the fountain that is replaced, should be charged to expense and breakage of glasses, dishes, loss of silverware, should also be charged up to expense unless these are accounted for in the inventory.

This is a live subject and we hope to hear from our subscribers as to their experiences and figures, for every successful fountain owner is doing himself an injustice if he does not have some accurate figures as to the profit his fountain is yielding.

## Cost and Selling Price

It is customary in leading hotels where an accurate cost system is in vogue, to have a definite percentage of increase between the cost of the foods and the selling prices. This same system is followed by many of the larger concerns who operate soda fountains.

For the purpose of bringing the subject to the attention of our readers in such a way as to create some discussion, we would like to ask what relative price should be between the selling price and cost

of materials? For instance, if your fountain supplies cost you \$10,000 a year, what selling price should this yield or what percentage of your sales should be represented by your purchase of supplies?

It is not easy to adopt a uniform ratio for all kinds of material. For example, bottled goods might be sold at one and a half times their cost because there is no waste or loss. Sodas and sundaes would have another ratio and luncheonette products still another.

We should like to hear from some of our subscribers on this subject. The active season for fountains will soon be with us and this year there will be many readjustments of prices both as to cost and selling price, which makes this a timely subject for discussion.

What is your experience?

### Before You Lower Prices

This will be a season of lower prices in the fountain trade. Reports from different sections of the country in this issue of THE SODA FOUNTAIN show that dealers are already beginning to reduce the price of ice cream, and the open charge of profiteering by retailers was made at the recent convention of the Wisconsin ice cream manufacturers. No one will take the charge very seriously, but prices are coming down because it is the inevitable consequence of the readjustment through which the country is going.

But while you are considering the matter of lower prices take heed of the note of warning sounded by W. F. Ray, of Ann Arbor, Mich., in this issue and eliminate all guess work as to costs and profits. There has been too much guess work in the business, and no man is going to make a success of any business who is guessing at his costs, his overhead and his profits.

It may be well before you announce your reduction in price to find out what is the salary cost for each service in your store and how much is the overhead cost. Mr. Ray has figured out that his is two cents for one and four cents for the other on ice cream sodas and sundaes, and while that may seem high, are you prepared to dispute those figures with any of your own?

It was Davy Crockett or one of the other old humdingers of his time who said to be sure you are right and then to go ahead. That is good advice for the dealer before he begins to reduce his prices. Let him find out and not guess what the ice cream soda is costing him, and then, and not until then, he can be in a position to change his prices.

### Take Tip from Ground Hog

When the ground hog came out on Candelmas Day this year in most places in the United States he did not see his shadow, and that means an early spring. For the soda fountain trade an early spring means more business. You may not believe in the legend of the ground hog, but it is a good thing to take the tip this year.

This is the time of year to clean house, to get

ready for the rush of business. If there is any painting to be done around your place, do it now when business is a little slack. Do not wait for the spring rush which will come with the first warm days. If you are going to put up a new electric sign or repair the old one, do it now.

Look over your equipment and satisfy yourself that you have enough for a big year's business. If you are short of anything, put in your order now for delivery whenever you want it. Don't delay until it is impossible to get it when you want it and you will have to take it when you can get it.

Be certain that your fountain is in first class shape, that no repairs are needed on the chairs or other furniture. Give your entire place a thorough going over, a regular spring house cleaning so that when the rush starts you will be ready to take care of it, and will not be thinking of the things which will have to be attended to in the way of repairs and putting your place in condition.

Take the tip from the ground hog, and do your house cleaning now in anticipation of an early spring and a rush of business.

Give your customers what they want and do not try to give them something just as good.

Just remember that it is the repeat business that makes money for a soda fountain. No merchant ever got rich from a transient trade.

Cleanliness is next to godliness in every line of endeavor, and it is a question if in the soda fountain business it is not even more than that.

People always have and probably always will ask foolish questions at a soda fountain. And for every foolish question asked there should be a courteous answer.

Have at least one thing at your fountain different than that of your competitors. That one thing will be an advertisement, and people will talk about it.

Real sales ability behind a soda fountain will always attract new and hold old customers. If you find a dispenser who can sell watch him build up your trade.

There is one thing to remember about the fountain trade. If you please the individuals you can easily please the community. Therefore try to please every person who comes to your fountain.

If you get a good attendant behind your soda fountain keep him there. Your regular customers do not like to have a stranger waiting upon them every time they come in. They will think there is something wrong with the place, and they may be right.

It will soon be spring when the young man's fancy turns to thoughts of love, and a young woman's to the newest soda fountain concoctions. You can just feel sorry for the young men, but be prepared to give the young woman the latest in seductive drinks.



# Trade Survey Indicates Prosperous Year

## Representative Manufacturers and Jobbers Report Buying Has Started —Confidence Shown in Business Outlook

**A**LL indications point to a prosperous year in 1921 for the soda fountain trade. Buyers have already entered the market and are giving their orders, depleted stocks are being replaced, new equipment is being ordered and the consensus of opinion among the representative houses in the trade is that the spring months will bring a very large volume of orders. Some of the larger houses predict that unless orders are placed early there will be a rush of late buying that may seriously interfere with prompt deliveries.

These are the outstanding facts revealed in a comprehensive survey of the field made by THE SODA FOUNTAIN. We present herewith the telegrams and letters received from representative houses in the manufacturing and jobbing lines which indicate a healthy condition of the trade.

These reports show that the buying started briskly after the January inventories. Dealers had permitted their stocks to get low, partly for inventory and taxation purposes, and partly because they anticipated lower prices. Then the mild and open winter in many sections had helped the fountain trade and had further reduced the stocks of the dispensers. Some of the houses believe that the inquiries being received in regard to prices, indicate a strong underlying demand which must soon break into rush orders.

That there is a danger in delaying the placing of orders is pointed out by several representative houses. While shipping conditions will be infinitely better than a year ago, it will be humanly impos-

sible to make prompt deliveries, if everyone delays until the last minute. Last year many orders for equipment were cancelled because it was impossible to make deliveries.

It is evident that many prospective buyers have delayed placing their orders in anticipation that prices will be lower. Our reports indicate that price changes, if any, will be slight; that no buyer is justified in holding back his orders because the leading houses are willing to guarantee their prices against any decline, and the risk of not receiving deliveries is too great. It is the rush of last minute orders that will be avoided by conservative buyers.

The most encouraging feature is the spirit of confidence shown by the trade. Not only is there a feeling that the fountain business will be good, but that business in all lines will be better. The letters and telegrams are informative in showing that the American business man has not become panic stricken or pessimistic during the last few months, but is looking forward. The only territory where it is feared that business may not be up to normal is in the South where low priced cotton is a real factor.

In collating this information THE SODA FOUNTAIN was actuated with only one purpose, and that was to present the facts to the trade. The manufacturers and jobbers were not asked to paint word pictures of coming prosperity, but were requested to give the outlook for the fountain business in their territory. Following are the replies, some by telegraph and some by letters:—

### Business Outlook as Seen by Representative Houses in Trade

#### Illinois Trade Looks Good

(Special by telegraph)

Chicago, Ill.—The outlook for fountain trade in our territory is good.

FULLER-MORRISON COMPANY.

#### Prospects Bright in New York State

(Special by telegraph)

Albany, N. Y.—The fountain trade has started off well. We believe prospects are bright for very satisfactory business this season.

GIBSON-SNOW COMPANY.

#### Kansas Outlook is Good

(Special by telegraph)

Kansas City, Mo.—Our salesmen are writing in for prices and catalogues. They report numerous prospects. The outlook is bright.

MCPIKE DRUG COMPANY.

#### Baltimore Reports Less Business

(Special by telegraph)

Baltimore, Md.—Indications in this section point to a smaller volume of soda fountain business this year than we have enjoyed for the two years past.

R. H. THOMAS COMPANY.

#### Tennessee Sees Only Average Year

(Special by telegraph)

Memphis, Tenn.—With regard to new equipment the outlook for business in this section is not flattering. However, we expect an average business for the year.

VAN VLEET-MANSFIELD DRUG COMPANY.

#### Large Orders Encourage Ohio Dealers

(Special by telegraph)

Cleveland, Ohio.—The orders we have received for fruits and syrups for immediate shipment in the last few weeks are very encouraging. It indicates that our distributors are running low in their stocks.

THE SCHUSTER COMPANY.

#### Fair Business Indicated For Oklahoma

(Special by telegraph)

Oklahoma City, Okla.—The outlook for fountain trade since January 1 is good. We find that the only obstacle in the way of selling fountains is the anticipation of a further decline in prices. Accessories and supplies indicate a fair business.

ALEXANDER DRUG COMPANY.

**Outlook Good in Illinois***(Special by telegraph)*

Peoria, Ill.—The outlook for the soda fountain trade in Illinois is very encouraging. A great many new fountains are being installed this spring, and the advance orders for soda fountain supplies is up to the standard of previous years. We anticipate a heavy trade this year.

CHURCHILL DRUG COMPANY.

**Business Above Normal in Michigan***(Special by telegraph)*

Detroit, Mich.—The coming year will be very good. We expect at least to double our last year's business in soda fountain trade. Factories which are resuming work have already given a decided impetus toward increase. Rumors to the contrary are only imaginary. Business is at present above normal for this time of year.

BAKERS' AND CONFECTIONERS' SUPPLY CO.

**Uncertainty Affects Indiana Trade***(Special by telegraph)*

Indianapolis, Ind.—The soda fountain trade in our territory looks reasonably promising, although there is a manifest tendency on the part of some dealers to await the readjustment of general business conditions; and this in spite of the reasonable assurance that no further decline in prices is to be expected this spring.

MOONEY-MUELLER-WARD COMPANY.

**Pittsburgh Reports Brisk Buying***(Special by telegraph)*

Pittsburgh, Pa.—The outlook for fountain trade in this territory for the coming season is very satisfactory on account of climatic conditions. Last season business was somewhat backward, but the open winter has been of great help in reducing the retailer's stock. Spring buying is brisk, and the outlook for a big season is very gratifying.

J. K. MCKEE COMPANY.

**Georgia Dispensers Buying Very Little***(Special by telegraph)*

Atlanta, Ga.—The outlook for fountain trade in this territory is not encouraging. Most dispensers have considerable stock on hand bought at high prices which have been prevailing for the past six months. They are only buying in a small way to meet their urgent requirements. The present high prices of soda fountain supplies will, in our opinion, curtail output.

LAMAR AND RANKIN DRUG COMPANY.

**Plenty of Money in Nebraska***(Special by telegraph)*

Omaha, Neb.—It is a little early to predict what conditions will be in the soda fountain line. We might say, however, that the outlook is favorable owing to the fact that the territory tributary to Omaha is in splendid condition. Crops are abundant, money is plentiful, and business is fairly good in most lines. Soda supplies, fruits and syrups are already in good demand.

RICHARDSON DRUG COMPANY.

**Boston Predicts Prosperous Year***(Special by telegraph)*

Boston, Mass.—We feel that locally the outlook is good, and, provided the spring and summer weather is seasonable, we feel that the soda dispenser will enjoy a prosperous period. Some dispensers appear to be well stocked, on merchandise with which to start the season and for this reason are buying light; but with the opening up of the spring season, we feel that conditions will be very much improved.

JOSEPH MIDDLETON, JR., INC.

**St. Louis Firm Doubles Sales Force***(Special by telegraph)*

St. Louis, Mo.—The outlook for the soda trade in our territory was never better. As an evidence of our faith in its future developments we have doubled our sales force in the fountain department. If manufacturers, jobbers and especially dispensers of soda fountain products will endeavor to adjust their schedules to a reasonable basis to meet the demands of the consumer, our prediction of an unprecedented demand will unquestionably be justified.

MEYER BROS. DRUG COMPANY.

**Business Breaks Records in Chicago***(Special by telegraph)*

Chicago, Ill.—We are speeding up our issue of 140,000 soda fountain and supply catalogues to answer a gigantic number of requests from the trade. There is more actual business on hand and in sight than in any previous year. All good merchants, and some of the liveliest we know of in the soda dispensing business, realize that the game from now on is one that will reward the fighters. Good and up-to-date equipment is in demand, and the replacement of worn-out and inferior utensils is in full progress. Improvement of service is positively essential and it is gratifying to us to notice the response of the soda dispensing trade to the new era. We anticipate a record breaking volume this year.

ALBERT PICK &amp; COMPANY.

**Good Business in Texas Every Summer**

To Editor, THE SODA FOUNTAIN—We are unable to form any definite conclusions as yet as to the outlook for soda fountain trade in our territory this year. If we have a warm spring we will sell lots of fountain goods; but if we have a gloomy, wet spring, we will not. We always have a good business during the hot months.

TEXAS DRUG COMPANY.

Dallas, Texas.

**Missouri Dealers Not Ordering Freely**

To Editor, THE SODA FOUNTAIN: So far as soda fountain fruits, syrups, and supplies are concerned we find that the dealers in this territory have carried over considerable stocks from last year on account of the very backward season. As a matter of fact, we had very little hot weather last summer throughout this district and the weather in this territory regulates, to a large degree, the soda fountain business.

We have secured about the usual contract business on fruits and syrups, but these orders are not definite. A large portion of them will be revised and there is also the price element. Dealers are not ordering as freely as usual and only as they need to, expecting prices to be reduced. As you are probably aware there has been no reduction by fruit and syrup manufacturers. It is our impression that, weather conditions being favorable, the fountain business through this district will be normal.

G. W. CHASE &amp; SON.

St. Joseph, Missouri.

**Scramble for Fountains Predicted in Philadelphia**

To Editor, THE SODA FOUNTAIN—While November and, particularly, December, sales were somewhat below the average, January sales show a decided improvement.

We have many estimates out and each mail brings in inquiries from all over the country. To our mind this is most significant, as it indicates without a doubt a very strong underlying demand; and I believe there is going to be a scramble for fountains this spring greater than ever before.

Many buyers are hesitating, hoping against hope that the

price will come down. This cannot possibly be for another six months at least, and possibly not before fall, as there has been no reduction of wages, which enters largely into the manufacture of fountains, and while metals have come down somewhat, many other materials entering into the fountain have advanced.

L. A. PROUTY COMPANY, INC.  
By L. A. Prouty, President.

Philadelphia, Pa.

#### Buying Still Above Normal in Pennsylvania

To Editor, THE SODA FOUNTAIN—Since January there has been a very apparent change in the attitude of soda fountain buyers. Not only have we been receiving more than the usual number of inquiries from prospective buyers but actual orders compare favorably with orders received in January, 1920, showing that the buying is still above normal.

It is our opinion that soda fountain manufacturers are going to be swamped by orders from last minute buyers. If the trade could only be educated to understand that soda fountains are nearly always built to order, and allow the manufacturer a reasonable time for building, it would be better for all concerned. There are thousands who know that they are going to buy this season but the chances are ninety-five per cent of them will need the first warm day of spring as the final incentive to place the order.

There are not going to be nearly enough fountains to go around this year, Mr. Late Buyer; just keep on waiting and you will see.

ROBERT M. GREEN & SONS.  
By Edgar L. Green.

Philadelphia, Pa.

#### Orders Increasing Each Week in Chicago

To Editor, THE SODA FOUNTAIN—Almost everybody in the business world predicted that after the first of January we would have a resumption of buying on the part of all classes of business.

For the soda fountain industry, we can say that this prediction has been fully realized, as right after the first of January, we received a flood of fountain and carbonator orders, which has been steadily on the increase each week. We expect to see a gradual increase in soda fountain sales all through the spring months.

Feeling sure that there was going to be a good business in our line, we went right ahead and had our different departments making up stock, keeping our entire force at work on our standard stock. We are now better equipped to take care of any volume of business, and can guarantee to make shipment of any stock outfit in two or three days, and will be able to take care of all special work in quicker time than ever before.

While our sales may not equal last year's, we do know that we are going to ship everything we sell, which was not the case last year, when we were swamped with orders and had an endless amount of cancellations, because we could not deliver when wanted.

Everybody is very well pleased with the way business has opened up, and our jobbers are optimistic. We look forward to a big business not only on soda fountains and carbonators, but also on fruits and syrups, as jobbers are showing unusual activity in getting their orders in.

"THE LIQUID" CARBONIC CO.

By William Sterrett, Asst. Gen. Sales Manager.  
Chicago, Ill.

#### Demand for Dairy Products Indicated in Illinois

To Editor, THE SODA FOUNTAIN—Ever since I can remember it has been an impossibility for us properly to take care of all the orders given to us during the spring months. We have made it a decisive rule in our organiza-

tion that our old customers must have the first opportunity and we have done everything in our power to see that they are given good service on their orders even during the months when business has been most plentiful.

This year will probably be busier than other years because every time a lot of people are thrown out of work it invariably increases demand for milk and dairy products. In no other commodities can the people of America secure a like proportion of food at so reasonable price.

Every spring, when the cows commence to come in fresh, it is customary for our organization to be flooded with orders. For this reason I am trying to induce customers to order now rather than to delay their orders. Later on they must take their regular sequence, and delayed shipments are very probable.

At the present time we are in a position to make quick delivery and I believe other manufacturers in our industry are in the same shape. By the first of March, when a lot of people wake up to their needs, it will not be so easy for us to take care of their orders.

DAVIS-WATKINS DAIRYMEN'S MANUFACTURING CO.  
By W. C. Davis, President.

Chicago, Ill.

#### Demand Growing Stronger in Illinois

To Editor, THE SODA FOUNTAIN—We feel that there has been, in the last few weeks, a decided tendency upon the part of the users of soda fountain equipment to begin looking after their requirements for this coming season. The evidence of this improved condition with our company is several orders during the month and a great number of inquiries.

Those merchants conducting soda fountain businesses have come to realize that the economic depression curtailing other lines at this time, has but a slight effect on them. The demand for soda fountain drinks has been growing stronger and there is no question but that it will be just as strong this year as ever. Those who have been delaying the purchase of new equipment, anticipating lower prices, can not afford to sacrifice the profits of the early spring business by such delay.

If there is any reduction in the price of equipment this year, it will be entirely too small to wait for. There is a slight decline in the prices of some raw materials, but with an advance in others and the slow process of reducing wages, we are confident that values on a high standard equipment will remain firm for another year.

We wish to call attention to the usual congested condition of soda fountain plants at the time the first warm days put in their appearance. All purchasers of fountains will want their equipment at the same time, and it is a physical impossibility to supply them fast enough. Someone will be compelled to wait until about a month of good business weather is gone, and he is thereby the loser.

We have every reason to believe that soda fountain business will be good this season, and can only say that those who defer the purchase either for new equipments or replacements, are overlooking the opportunity that is before them.

MUELLER FOUNTAIN & FIXTURE COMPANY.  
By A. W. Eichman, Vice-President.

Decatur, Ill.

#### Prosperity Returning in Chicago

To Editor, THE SODA FOUNTAIN—It has always been our opinion that the soda fountain business would come back sooner than general business and the volume of orders we are now receiving completely confirms it.

There are a number of reasons in our opinion why this should be so.

1. Soda water sales have never been much affected during hard time periods in the past.

2. There has never been so much profit in the sale of soda water as there is today.

3. It is a strictly cash business which is more desirable than ever under present conditions.

4. An attractive soda water apparatus is one of the best means of drawing people into a store, and in consequence will help pull the other departments through the period of depression.

5. Many prospective purchasers of apparatus last year were obliged to forego their purchase because of their inability to get reasonable deliveries, and they are in the market this year.

We have taken our inventory at replacement values, refigured our costs accordingly, and our new prices represent substantial savings to the prospective buyer.

As metals, which are a prominent factor in our costs are below normal prices now, we do not anticipate any further change in prices this season.

There is always a rush of soda fountain purchases in the spring and we would advise the prospective buyer not to delay his purchase. Soda water is now the national drink. There is increasing competition to serve it in the proper way and the merchant with the out-of-date equipment is going to see this very profitable business slip away from him.

When the warm weather arrives prosperity will undoubtedly be back with us and the store with the modern fountain equipment will be in a position to take the fullest advantage of it.

THE BASTIAN-BLESSING COMPANY.

By John S. Nash, Vice-President.

Chicago, Ill.

### New York Predicts Lower Prices

In and around New York City the distributors in general are satisfied with present conditions and the prospect for the future trade. The officials of Wood, Selick, Inc., however, lay great stress upon the weather which is to come. It is their opinion that the industry is in a more uncertain and unsettled condition than has been the case for some years past, and that under the circumstances the weather will this year be the deciding factor. They are sure that granted a warm, early and clear spring, the industry will see a prosperous twelve months.

William Pfeiffer, vice-president of the Crandall Petree Company, can see nothing ahead but the best of seasons, but he qualified his statement by saying: "The retailer has got to come down in his prices. Speaking for ourselves, we have cut our prices in some cases 25 per cent or more, and I know that other concerns are also coming down, so the dispenser should fall into line and pass on the saving to the consumer. I do not believe that the public ought to, or will, for that matter, stand for a continuance of high prices. The retailer who charges fairly low prices this year is the one who is going to make friends and money."

Schwarz & Son, of Newark, N. J., are in possession of some first hand facts through the efforts of Louis A. Schenkan, sales manager, who has just returned from a trip during which he had the opportunity to observe the present situation. Mr. Schenkan characterizes the outlook for the year as excellent and thinks there is more than an even chance that it will be the best the industry has ever seen. He says that orders are coming in at a very satisfactory rate for so early in the season, thereby proving the optimism of the retailers.

With regard to prices, Mr. Schenkan declares that he does not see any chance for a return to pre-war standards for the reason that reductions in certain materials are offset by the high cost of labor and of other commodities

that have not yet followed the downward trend. The fair price for an ice cream soda this year, he thinks, should be about 15 cents, exclusive of the war tax, although some dispensers may be able to absorb the tax at that price.

### Rochester Reports Trade Eager to Buy

To Editor, THE SODA FOUNTAIN—The cause for the apparent reluctance of fountain owners to place their orders for syrups and crushed fruits for the 1921 season, at this time has been the expectation of reduced prices, based largely on the recent drop in sugar, but with a better understanding of other conditions in connection with the manufacture and sale of soda water flavors, the trade is eager to buy immediately.

General business conditions have certainly not been normal for several years, but has this had any unfavorable effect upon the soda water industry? Quite the contrary. There has been a phenomenal increase in the consumption of soda water and soft drinks all through this period and prohibition, coming just as it did, aided and hastened the normal growth. Manufacturers of soda fountains and other apparatus all report steadily increasing sales. Consider all the new fountains added to those already in use. They will not be allowed to stand idle. Retailers must have syrups and fruits in order to operate them.

Fountain owners draw their supplies from the jobber but before the latter is able to put in his stock for the season, he must have orders to know how to assort his shipments and what quantity to order from the manufacturer. Generally we begin shipping jobbers orders in the fall, but at this writing, not half our jobbers have been able to send us their assortments because retailers have not placed orders. There can be but one result. It will be a physical impossibility for us, to crowd six or seven months shipping into the two or three months remaining before the season opens and if orders are not placed immediately, we cannot guarantee that goods will be received in time for the summer trade.

Prices will not be lower for another season at least. With the exception of sugar, every item of expense that is considered in determining our costs is greater than formerly and this more than offsets the difference in the cost of sugar. Bear in mind that our products, being of a concentrated nature, require the addition of sugar in the form of simple syrup and that the reduction in the price of sugar will lessen the cost of the finished drink and sundaes. The dispenser should, however, sell fountain dishes at prices in keeping with their quality as the American public is willing to pay well if it is sure it is getting value received. No one should do business at a loss.

The retailer knows from past experience that as the season opens, the demands upon the fountain will increase day by day, but if he does not realize the situation today and give the manufacturers and the jobbers time to do their share, he cannot be sure of having syrups and fruits when he needs them most.

THE RICHARDSON CORPORATION.

By Alick G. Richardson, President.

Rochester, N. Y.

### GLASSWARE CATALOG

The Nonik Glassware Corporation, of 160 Fifth avenue, New York City, have recently re-organized under the above name with a capital of \$50,000 and acquired all the rights for the manufacture and distribution of the patented Nonik Glassware. They have recently issued a new catalog showing their full line of special glasses which they shall be pleased to send to buyers on application.

# Fountain Fancies for Fickle March

## St. Patrick's Day and Easter Give Opportunity for Special Displays and Extra Advertising

By W. B. STODDARD

**M**ARCH is the month when business is apt to be slack at the soda fountain, unless one keeps constantly on hand a well assorted supply of beverages both hot and cold, as one day there will be a demand for ice cream soda and the next for bouillon and hot coffee. But there is one class that can always be counted upon—the children. The youngsters will take soup in July and ice cream in December if their attention is called to them in an attractive manner, so it is to them that the greatest appeal should be made in this month of transition. Bring your fountain and your confections to their attention in some special manner and they will not only flock to your store but bring all their friends, for children, more than grown people want to do a thing because "everybody's doing it."

It was with this thought in mind that an enterprising fountain man of southern Illinois inaugurated for this season an Alphabet Month. He secured a list of all the children attending the public and parochial schools, as well as the neighboring district schools, and to each of them was sent, late in February, a card stamped with a shamrock. On the face was printed in plain black letters which even the littlest ones could read:

"WHAT IS THE FIRST LETTER OF YOUR GIVEN NAME?"

"Your name will save you money at our soda fountain in March.

"Each day in March will be devoted to a different letter, and on the day on which YOUR initial appears you can get a drink at our soda fountain at half price.

"Watch the papers and our windows for further particulars."

Similar advertisements were run in the local papers. But the greatest attention was given to the show window, for the man realized that the majority of children must be appealed to through the eye rather than the printed page. Several days after the card was sent to the youngsters the Alphabet Window was unveiled, to the intense interest of young and old.

It was floored and backed with white crepe paper, across which were fastened, in a semi-circle, all the letters of the alphabet, a foot high, cut from red cardboard. Green ribbons ran from the cards to a series of smaller cards set in a row close to the glass, each of the small cards bearing the name of a fruit, syrup or confection. In a few cases the names had to be manufactured, but everyone was suggestive of gustatorial delight, such as apple, blackberry, currants, dates, early sweets, frappe, grapes, huckleberry, ice cream, jelly, lemonade, marshmallows, nuts, oranges, peaches, quinces, raspberries, strawberries, tea, You'll-like-it, velvet cream, water ice, extra fine, yellow fruit, zebra cream. After the first day of the month the window was retrimmed, showing fresh confections in harmonious surroundings, but at one side, well to the front, was the easel, with a large red letter, and beneath it in black letters:

"Does Your Name Begin With THIS Letter?"

"If so, you are entitled to any drink at our soda fountain today at half price. THE OFFER IS GOOD FOR THIS ONE DAY ONLY."

After the first few days the fact became pretty well known, and each day there was a flock of youngsters trooping into the store to claim the half rate on their special letter.

The large letter was not painted on the card, but was one of those that had been used to adorn the original trim, and was merely tacked on, thus saving the trouble of making a new sign each day.

Special provision was made for St. Patrick's Day. On this date the letter in the window was green, and a collection of green candies was exhibited, together with paper novelties in green and gold. The easel had an Irish flag draped across it, and on this day a special inducement was offered to the children:

"IS YOUR NAME PATRICK?"

"If so, you are entitled to a drink at our soda fountain today FREE."

The alphabet plan is of course much more practicable in a small city than in a larger one, as in the former all the kiddies are known to the merchant or his assistants, whereas in the larger city the child would have to be identified in order to prevent the unlimited distribution of half price drinks, as Young America, with characteristic shrewdness would be apt to assume any name that would give him a glass of soda at half price.

Jevne's, Los Angeles, Calif., was another firm that had a striking confectionery window. From a point midway in the rear extended upward a sunburst of green ribbons, while broad bands of green silk, topped with a great bow formed a tent over the white floor, which was strewn with tiny paper shamrocks. On pedestals at either side were great nests of green grass, in which little dolls dressed as elves, in gossamer green, with green wings, were dancing. Green silk drapes rippled over the floor, and at intervals, stuck in corks, were little Irish flags. There were green satin boxes to some of which were fastened tiny clay pipes; and other boxes open to show the alternate layers of chocolates and green coated candies. A card down front suggested:

"THE TOP O' THE MORNIN' TO YEZ!"

"Since the country's gone dry, pledge the health of all your friends in the sparkling grape juice, that leaves the head clear to enjoy the music, the fun, and the frolic of St. Patrick's Day."

But St. Patrick's Day is not the only date that should be played up in March, for this year the Eastertide comes in the latter part. A very catchy display was made by the Sun Drug Co., Los Angeles, Calif. In the centre was a cardboard rabbit two feet high lettered in red and blue "A treat for the kiddies—Easter rabbits 35-50-\$1.00." In the background was the framed picture of a life size brown rabbit scampering from a nest of eggs. Built up in pyramid form were shelves covered with cut green paper forming nests in which were chocolate and gay colored candy eggs. Papier mache rabbits were scattered all through the window, and artificial apple blossoms and festoons of pink ribbons completed the springtime display.

The soda fountain was transformed into a bower of beauty by means of a lattice pergola covered with apple

blossoms, amid which were bulbs of rose and green light. An Easter special, specially advertised, consisted of a big Easter egg molded from ice cream and topped with a tiny yellow chick an inch high. They also took advantage of the fact that a great deal of pre-Easter shopping was being done, and inserted an ad in the papers:

"When you are tired and your nerves are worn to a frazzle on account of the crowds and the worries of your long shopping list, drop in and have a cup of coffee, or bouillon, with delicious cheese wafers, topping it off with an Easter Special—and you will be thoroughly rested and refreshed and enabled to make your selections to much better advantage."

A first-class phonograph, rendering Easter music, in a low yet clear tone, the atmosphere of flowers, the quiet yet efficient service, all combined to make the store a haven of rest to worn nerves, and those who patronized it early in the week told the news to their friends, with the result that an unusually large volume of Easter trade was recorded.

### ICE CREAM LOWER IN MANY CITIES

**Reduced Cost of Ingredients Causes Wholesalers to Declare Drop of From 15 to 25 Cents—Retailers Follow Suit and Public Reaps Benefit**

A cut of twenty cents a gallon in the wholesale price of ice cream has been announced since the new year by manufacturers in many cities, the reduction being due to recent declines in the prices of the ingredients of the product.

The York Sanitary Milk Company and the H. I. Neuman Company, of York, Pa., made a cut from \$1.40 to \$1.20 a gallon. According to H. N. Forry, president of the Sanitary Milk Company this will show itself in the prices asked by retailers. The cut will reduce the wholesale price of fancy ice cream from \$1.50 to \$1.30 a gallon.

In Reading, Pa., a cut of ten cents a quart is announced, bringing the cost down from sixty to fifty cents. No information has been received as to the trend of the wholesale or gallon price of ice cream in this city, but the reduction in the quart price indicates that the gallon price has come down substantially.

The Rieck-McJunkin Dairy Company, Newcastle, Pa., has reduced its wholesale price on ice cream twenty per cent. H. M. Goldberg, manager of this concern, stated that he expects still further reduction in the price of ice cream by June.

### Illinois Manufacturers Uncertain

A poll of the manufacturers attending the recent convention of the Illinois Association of Ice Cream Manufacturers in Chicago, disclosed that the Illinois ice cream men were at that time strongly opposed to any immediate lowering of the wholesale price. They admitted the heavy decline in sugar, but insisted that it cut but little figure when the prices of other ingredients, such as milk and gelatine have declined but little. It was declared by some of the delegates that the fall in sugar so far had not been felt at all by many ice cream manufacturers, as they are still using in their product sugar bought at twenty-two cents a pound.

But in the adjoining state of Indiana, at South Bend, the price of ice cream has taken the merriest tumble of all, where one of the manufacturers has reduced the price to \$1 a gallon delivered at the door. The quart price is thirty-five cents. It is stated, however, that the price of \$1 a gallon savors more of a manufacturers' cut rate war than of legitimate reductions because of lessened cost of production. South Bend retailers were at last accounts still maintaining a price of seventy cents a quart, and declared that the prevailing gallon price could not last long. At Logansport, in the same state the wholesalers have announced a cut of from 15 to 25 cents a gallon, which in some cases brings the price as low as \$1.10.

Right next door in Ohio the reduction fever seems to have passed by without alighting, for in Akron housewives are instituting an ice cream "hunger" strike to force the manufacturers to lower what are still termed "war prices." 80 cents is the charge per quart there, and the consumers believe they are entitled to a cheaper rate. Toledo consumers, however, are reaping the benefit of a recent reduction in the price of milk and cream made by the Page Dairy Company, and bulk vanilla ice cream has been cut from \$1.40 to \$1.25 a gallon, while brick prices are down to \$1.60, a cut of 20 cents. Dealers say that they will probably be able to return to the larger scoops of ice creams for sodas, and are looking forward to still further declines in prices by summer.

### New England Returning to Normal

The New England states are also feeling the return to normal, according to reports from Massachusetts and Vermont. In Vermont the break in sugar rather than any drop in milk prices is responsible for the downward revision. As a consequence candy and soft drinks as well as ice cream are experiencing that sinking feeling, with material reductions all along the line from sundaes to plain sodas, phosphates and milk shakes. Central Massachusetts sees the downward trend through a willingness on the part of the dispensers to absorb the troublesome war taxes, so that the odd pennies can now remain in the consumer's pocket, a difficult feat heretofore. At Clinton, Mass., however, the public is still waiting, though hopeful. The milk dealers are threatening to get together some day and decide upon a reduction, but the time has not yet come, they say, which means that the consumer must practice patience.

Further south, in New Jersey, the cows seem to be in a generous mood, with the result that wholesale ice cream prices have descended into the cellar at \$1.20 per gallon, which has led some retailers to cut from 60 to 55 cents a quart, but this reduction has not been general. The dispensers admit the wholesalers' reduction, but say that the cost of labor and rent are so high that they cannot as yet see their way clear to follow suit.

San Francisco dealers are still talking about it. The California Ice Cream Manufacturers' Association predicts that the price will certainly fall within the next few months, but is not willing to make any prophecies as to the exact date.

### HURRY TO PLACE ORDERS FOR ICE

Uneasiness over the open winter and a fear that it will cause a scarcity of ice next summer is causing ice cream manufacturers to place early orders for as much ice as they can get. The start of the harvesting was delayed for several weeks this year, and as a result Pennsylvania dealers report that they are shipping away the ice as it is cut. According to the experts, much of the supply for the coming warm season will depend upon the weather for the next two weeks or so.

No cause for alarm, however, is seen by Arthur L. Stull, who was the first to begin harvesting in that section. He said at present there is plenty of ice on the dams to fill the houses if there is not prolonged warm weather. He expressed the belief that the dealers supplying ice to consumers will have time to fill their houses if there is only the mild weather that might be ordinarily expected at this time of the year.

### CANDY MEN UNLOAD SUGAR ABROAD

The silver lining in the sugar situation has appeared to a number of New England candy manufacturers, according to dispatches from Boston. Although hit hard by the drop in sugar, these men have managed to dispose of some of their costly excess supply to foreign buyers of sweetening. One liner has already left Boston bound for Alexandria and Constantinople with 800 tons of sugar in her hold.

# "Don't Lower Prices Without Justification"

## Experience Shows There Is Big Difference Between the Theoretical and Actual Profits on Ice Cream Sales

By W. F. RAY, of the Betsy Ross Shop, Ann Arbor, Mich.

**I**F the average layman could have the privilege of reading of the enormous profits of the soda fountain business as discussed in the December issue of THE SODA FOUNTAIN, there would be a stampede to the soda field that would make the Klondyke rush ashamed of itself. And why not? With profits ranging from 40 per cent to 44 per cent all the lucky owners of a drink emporium have to do is to order their supplies, put some dubs in charge and go away on a years vacation to return and find a million and one dollars in their cash drawer. A soft job! Easy money!

Now this might fool some people but it don't fool the proprietor who works twelve to sixteen hours a day, keeps a careful record of costs and finds he can make only a comfortable living.

I am going to give you some facts and figures based on five years experience in the confectionery game, and an accurate double entry system of bookkeeping from which my cost system is derived. I do not guess at costs, I know.

I knew nothing about the confectionery business when I entered it. I had never been on the other side of a soda fountain in my life until I went behind my own to dispense. Of course I knew about the big profits in ice cream, just like a lot of those fellows writing in the December issue of THE SODA FOUNTAIN. For instance, I knew I could buy ice cream at \$1.25 a gallon or \$6.25 a five-gallon can. I knew I could sell it out at fifty cents a quart, which is \$2.00 a gallon or \$10 a can. I knew I could use a No. 12 dipper and dip 12 scoops out of a quart—48 out of a gallon or 240 out of a can. Selling at 10 cents a dip I would receive \$24.00 which would make me \$17.95 profit. Even if I had the worst of luck and sold only two cans of cream a day I would make \$35.00 profit or \$245.50 a week, which is over \$1,000 a month. It was easy to see I would be sporting a Pierce-Arrow sedan very soon.

It was somewhat of a shock when the first month's cream bill was paid to find it left my bank balance extremely low. But then, why worry, I was making from 100 per cent to 385 per cent profit and my bank account would soon grow. Next month would find my finances in better shape. But, lo and behold! next month found me in a worse shape than before—in fact just about "strapped."

Now I decided that something was wrong; just what it was I could not imagine; with the enormous profits at which I was selling I could not understand why it was taking every cent just to pay my bills for materials. Someone said there was a lot of shrinkage in ice cream, so I decided to find out if that was the cause of my trouble. I noticed that ice cream when soft enough to dip easily as we must have it for fast service at the fountains is very "spongy." I began keeping careful count of my dips out of a can and found I was not getting any where near half the number I supposed I was getting. I found I could take a large iron bar and thrust it down

*Have you thought about reducing the price of ice cream sodas and sundaes? Some dealers are talking about pre-war prices. Mr. Ray in this article gives some figures which show that it is better to be safe than to be sorry, and first of all you want to find out what the sodas and sundaes are costing you. THE SODA FOUNTAIN will be glad to print the ideas of other dealers on this subject.*

into the center of a can of workable ice cream, and without raising the ice cream in the can, leave a hole large enough to pour in another two gallons of ice cream. This is the natural compacting of the ice cream which occurs when you dip it out. I found I could take a five gallon can and dip it out and put it all into a three gallon can.

Then I began to figure. The five gallon can cost me \$6.25 but I was not selling five gallons. I was selling only three gallons. The rest was air, compression, waste—call it what you will. Therefore based on what I sold—three gallons—my cream was costing me, not \$1.25 as I had supposed, but \$2.08 or 52 cents a quart. Then by keeping actual count of the number of dips I got out of a can after can I found a number 12 give about 10 dips out of a quart, 40 out of a gallon or 240 out of a five gallon can (two gallons is compression). These 240 dips cost me \$6.25 or over 5 cents a dip.

Following these revaluations I did more figuring and record keeping. I have a thorough knowledge of bookkeeping so I opened up a double entry set of books. I kept exact account of the number of customers served and was surprised to find after serving 32,000 people that my salary cost per serving was 2 cents and overhead cost which includes, gas, light, rent, interest, taxes, etc., added another four cents. Thus I was compelled to acknowledge that instead of a profit of 385 per cent I was not even getting cost out of my sales. My overhead is high because I have a beautiful place with a heavy annual depreciation. Nevertheless, the best I have ever been able to do even in more modest quarters, was just 2 cents less per serving.

To one who actually knows what he is talking about the statements of the correspondent from Fort Erie, Canada, is amusing. His statement regarding the amount realized on a gallon of ice cream is just about as far wrong as it is possible to get. He says, "finding as I do that the cost of an ice cream soda is five cents, and for a plain vanilla ice cream with simple syrup over it, the same, I think it is a fair and wise dealer who sells such sodas and sundaes at ten cents, plus war tax."

I wish to go on record as saying that the correspondent never found what he says he found. He only thinks he did. I defy any one anywhere to put up a decent soda or sundae and serve it in a respectable place at a cost of five cents. If you were to use dish water for syrup and cotton batting for ice cream, your salaries and overhead would still make it cost you five cents.

What does a soda cost today? Here it is and the figures are actual, no guesses:—

Fruit syrup .....	.02
Carbonated water .....	.007
No. 16 dip ice cream .....	.043
Salaries .....	.020
Overhead .....	.045

.135

You can sell that soda for 15 cents plus war tax and make a profit of 1½ cents or you can sell it for twenty cents war tax paid and increase your profit on that sale 33 per cent. As to whether the first is a wise thing to do, show your banker the two sales plans and tell him you have decided to adopt the 1½ cents profit plan and ask him to back you with \$2,000. I will venture to guess that he would pronounce your course very foolish by refusing to loan you a dollar.

As to the reference to the young fellow who opened up a store with a price of 11 cents for the same quality sodas as others charged 22 cents for, I would advise any of you dealers who hear of this sort of price competition in your town, to meet it by boosting your own price about 10 cents higher. This will drive all your trade over to the new place and it is a sure bet the more customers he has the quicker he will be out of business. It can't be done. Nevertheless, there are a lot of dealers who think it can, and who think they are making 100 per cent or more profit, and who will continue to think so until the sheriff nails the "Closed" sign across their front door.

I know a large wholesale ice cream company which only reluctantly will open up an account in a certain section of Michigan because the salesman tells me the dealers down there are nearly all selling at cost and they can't pay their bills. Furthermore, this same ice cream company tells me these dealers all declare they are making 100 per cent profit on their sales, and they can't be convinced of their error; therefore the company simply passes up these accounts.

Fountain prices may decline and we all hope they will, but don't drop your price without justification. At the present time twenty cents including war tax is about right for sodas, 25 cents for sundaes with crushed fruits, with extra for nuts, whipped cream, etc. For example a Bittersweet-Marshmallow Pecan Sundae should be figured:

Ice Cream .....	.06
Bittersweet .....	.025
Marshmallow .....	.015
Pecans .....	.040
Salary and Overhead .....	.065
War Tax .....	.04
Total cost .....	.245

This should sell at 35 cents at least and 40 cents is not too much. Remember that no man has a right to occupy valuable space without making a profit. Don't merely think you are making a profit. Know it.

### MUCH ENERGY FROM LITTLE CANDY

#### One Caramel Will Furnish Strength for Mile Walk, Says Medical Journal

According to the Journal of the American Medical Association, pure candy is a great developer of energy. Bruce Barton, writing in "Farm and Fireside," and quoting from that publication, calls attention to these statements:

"It will come as a surprise to most persons to learn on reliable authority that a single caramel, a nougatine, or a penny's worth of candy may furnish sufficient energy to supply the extra heat needed for walking a mile or more," and

"We are informed that for a man of average weight to walk from the bottom to the top of Washington Monument would require an extra heat production of 80 calories. The energy expended in this not inconsiderable effort may be completely replaced by the consumption of less than half a doughnut, six walnuts, five large olives, or four pretzels."

"A mile's walk on a caramel! Up Washington Monument on four olives! Consider those medical facts and

then think what crimes are committed in every American household by the time-honored, murderous stuffing contest known as Sunday dinner."

All of which emphasizes the fact that a little candy of good quality taken when the system needs it, or a wholesome food beverage, possibly accompanied by a doughnut, an appetizing sandwich, or a refreshing salad may be much more advantageous, economical, and sensible than a big meal against which the system revolts.

### UPS AND DOWNS OF BOTTLE INDUSTRY

#### Glass Factory of 1608 Was First Business Enterprise in North America, But Financial Success Was Not Assured Until 1787

When the first settlers arrived in this country they made their own clothes and shoes right at home, and for dinner shot the big turkey that had a nest in the oak in the back yard, so that they did not have to worry about strikes in the woolen factory or unsanitary conditions in the meat packing industry. Still, they had to have an industry, for it wouldn't look well not to be able to point out the settlement's thriving business to the visiting firemen, and so, in Jamestown, Va., in the year 1603 there was started the first industrial enterprise on the continent,—a plant for the manufacture of glass bottles. The products of this factory were the first articles to be exported from North America.

But, according to the National Bottlers' Gazette, it was not all smooth sailing for the bottle industry. Soon came the Virginia tobacco boom, and the factory hands turned from bottle blowing to smoke growing.

A few years later some promoters started a bottle factory at Salem, Mass. The town officials boosted the new industry by voting it a loan of thirty pounds. The factory was not a success, and Salem is still whistling for its thirty pounds.

During the time the Dutch were running things on Manhattan Island a bottle factory was built near Hanover Square. In 1754 a Dutch gentleman named Bamber built glass works in Brooklyn. The first bottle blown by him, bearing the name and date, is now in the collection of the Long Island Historical Society.

But it was not until the close of the Revolutionary War that glass-making became a permanent industry in America. In 1787 the Massachusetts Legislature gave a Boston glass company an exclusive franchise to make glass in that State for fifteen years. It turned out to be the first successful glass-making plant in the United States. It is reasonably possible that this was the first franchise ever granted by a legislative body.

There are now a total of 348 glass manufacturing establishments in this country. The aggregate capital invested in these industries is \$153,000,000. The value of the total annual output is \$200,000,000 at the factories. To operate these great plants requires the services of 80,000 operatives. More than 70 per cent of the glass manufactured in this country is made in the four States of Pennsylvania, Ohio, Indiana and West Virginia.

### PAYS TRIBUTE TO H. A. JOHNSON

The latest issue of "Plain Statement," the organ of the H. A. Johnson Company, is entirely devoted to a tribute to Henry A. Johnson, late founder and president of the concern. In commenting upon his life, the editor says that his first and last impressions of the man were his characteristic cordial smile and warm handshake. It is pointed out that Mr. Johnson started his career as a steamboatman, being at that time the youngest man to have received a second engineer's license. From steamboating he went to railroading, and finally to salesmanship. At the age of twenty he started his own business in bakers' supplies, his entire capital being somewhat less than \$200.



# Care Essential in Making Hot Drinks

Proper Proportions and Correct Temperature of Ingredients Produce Results—Some Formulas for Chocolate, Coffee and Soups

By W. C. Frerichs

ONE of the most popular drinks of all times has been "a good hot chocolate" and the making of a good chocolate is something that needs very close attention.

Herewith is a formula which, if followed carefully will help boom your sales: Take six ounces of a good standard make of cocoa and ten ounces of granulated sugar, stir well together and add gradually one half gallon of hot water and while stirring bring just to a boil. Then add one half gallon of milk and heat to a drinking temperature. Do not allow the mixture to boil after milk is added. If a richer drink is desired mix the cocoa and sugar with a smaller proportion of water and a larger proportion of milk, or cream. The addition of a little vanilla extract will improve the flavor.

Extreme care should be exercised in using the proper utensils in making hot chocolate or anything else with a milk mixture. See that your vessel is either tin lined, if you are going to make it in quantity, or that you use a double boiler, lest you scorch your milk.

After hot chocolate has been cooked, it should be placed in your fountain urn in which you have a stirring device, so that the batch may be well mixed before any is drawn off for service. Hot chocolate should always be served with whipped cream.

## Formula for Whipped Cream

A good formula for whipped cream is as follows: Whites of four eggs, one quart of heavy cream, whipped to a stiff consistency, adding sufficient vanilla extract to flavor.

Next in popularity to chocolate comes hot coffee, and this trade can be developed if properly watched. Few people realize how hard it is to get even good cooks to make coffee as it should be made. There are a great many things in the lunch room that could go with less care than coffee.

The best coffee is none too good to build and hold up a business and reputation. See that it is fresh and also finely ground. About one half pound of ground coffee to one gallon of water is a standard formula. First of all see that your water is run into your urn fresh; next, see that this fresh water is brought to a positive boiling point before you attempt to suspend your ground coffee over the top. Pass and re-pass your coffee solution over the grounds until the liquor runs clear; if the instructions are followed closely, this generally happens in about six or seven minutes, but it will depend largely upon your apparatus and installation.

After boiling the required time, remove the grounds which now have given off their finest flavor, keep just enough heat under the urn to keep the coffee hot, and serve as wanted. Do not let this solution stand more than an hour. It is better to make up smaller batches more often than to carry large ones too long. Whipped cream served on coffee adds greatly to its flavor.

## Home Touch to Soups

Many home-made soups are also popular at the fountain, but they should be made with a distinctive home touch if possible, as this adds to their favor.

One drink never to be denied is tomato cream soup. Heat and strain one can of tomatoes and add one quart of stock (chicken if you have it), stir in one tablespoon

of corn starch which has been blended in a little water. Stir constantly over the fire. Add one pint of milk and one pint of cream; bring just to the boil; season with salt, and a little Worcestershire sauce. Serve in a china cup and saucer, or china mug.

What is more delightful to the hungry wayfarer than the aroma of clam chowder, or what thrills the palate more than the essence of real chicken soup? There is nothing in richness to compare with it. It is a little expensive just now, but when it is made right customers will buy it. A change from day to day is a very good thing.

## Possibilities of Business

More and more, city people, busy people, people who do not have time to spend on a full and hearty meal, are glad to get away from the usual restaurant crowd, bill of fare, wait and waiter, and are resorting to the fountains which are serving hot drinks, and light luncheons. There are big and wonderful possibilities in the business. It just requires a little thought, a little effort, a little attention, and a good sized dash of enthusiasm.

## EXPERTS SET 1921 TEA STANDARD

United States Board of Ceylon Tasters Appraises Many Samples—Spends Exciting Day Sipping Cold Brew And Exchanging Opinions

The United States Board of Tea Experts, acting for the Department of Agriculture, has decreed what tea the American people shall drink during 1921. They sat in state in New York City, and calmly decided upon the best brands, the while sipping cold draughts of the fluid especially prepared for their criticism.

"The standards which were set as the lowest," said H. G. Woodworth, of Boston, chairman of the board, "are considerably higher than those obtaining in any country in the world. There are various commodities circulating in the United States which might better be withdrawn. But, whatever else the people may buy that is bad, they cannot buy poor tea."

The board is composed of members from each of the tea ports of the United States—New York, Boston, Charleston, San Francisco, Tacoma, Chicago and St. Paul, and no tea meeting with their disapproval can hope to get a foothold on these shores; for the standards as set by the board will be maintained unflinchingly at each of the ports, since at each one of them one member of the board will taste a sample of every case of tea offered there for import during the year.

It is clearly understood in the tea trade that it is futile to attempt to put adulterated tea across the palate of a man who possesses the tea taste. It is futile also to attempt to acquire the tea taste. It's a gift. A man with it has at his command a comfortable living for the term of his natural life. All he need do so long as he chooses to remain in business is to sip at one little cup of cold tea after another and inform some interested person just how good or how bad the tea is.

So the board, sitting and sipping and passing cups and opinions to one another, fixed upon eight standards as the lowest which will be permitted to enter the country during the year.

## GARAGES SELL SOFT DRINKS

**Find Rustic Pavilions Attract Motorists While Car Is Being Supplied With Gasoline, Oil or New Shoes**

Back in the "good old days," before automobiling was so universal, while tired steeds drank at wayside troughs and rested before the heavy pulls awaiting them, people would seek the verandas of the wayside inn, and indulge in something cooling, or, with the winter, very warming, to drink.

Today, many roadside garages are discovering that an attractive pavilion, where soft drinks, ice cream, tobacco, and sometimes local guides and roadmaps and souvenir



*Where Motorist Can Spend Money For Ice Cream*

post cards may be sold motorists, pays. The more rustic and primitive this pavilion, the more it serves to attract, the less it costs.

At Venice, Ohio, the earth floor to one of these pavilions has been rammed and covered with bark. Walls, built of native logs, enclose the four sides of the area to the height of the rustic tables. The rest of the wall-space is open; except for the occasional rude post, supporting the simple roof. Climber roses, trumpet-vines, wistaria, and, for late autumn, when the leaves fade, the Virginia creeper, have been set climbing between the logs and up the posts.

There are many of those who may have patronized the pavilion, who will come motoring Veniceward again, on purpose; spending no small sums at the soft-drink counter and, while enjoying its wares, ordering gasoline, oil, "boots" or "patches," possibly having some minor repairs made; all, obviously, to the advantage of the garage owner.

## SIX CENT CONE UNPOPULAR

**Investigation Shows that 75 per cent of this Ice Cream Trade Has Been Lost Because of Government Tax—Psychology of Children an Important Factor**

The agitation which has been going on ever since the luxury tax was first imposed upon the wares of the soda dispenser to have the burden removed, in particular from the 5 cent ice cream cone, has been productive of an intensive study of the psychology of the soda fountain patron. Here are some actual figures relating to the 5 cent cone which were recently brought out by an investigator in Portland, Ore.:

An observer was placed for one day in one of the small confectionery stores in that city. It was not one of the downtown stores, but a typical neighborhood shop where many children were among the customers. The time was shortly after the luxury tax had been imposed, and the price of cones had risen to 6 cents. Of the 126 prospective customers who came in, 72 asked for articles costing ten cents or less. Of the 72, 52 called for an ice cream cone. When the new 6 cent charge was explained,

38 changed their order to something costing an even 5 cents or else left the store without making any purchase.

This experience bears out the estimate of experts on the subject that about 75 per cent of the cone sales has been lost through the war tax. It is said that the psychological aspects of the case have much to do with the falling off of sales. A child usually gets its money in units of 5 and 10 cents. If it has a 5 cent piece to spend, it wants to spend it right away; it will not wait for the extra penny with which to buy the ice cream cone. Similarly, if it has a dime, it will not spend the money in such a way as to have three or four cents left in change. It wants a nickel, because that will buy something, whereas three or four pennies will not.

## DRIVE AGAINST "CAPSICUM" RULING

**American Bottlers Association Wants Complete Facts With Which to Face U. S. Bureau of Chemistry in Proving Capsicum is Normal Ingredient of Ginger Ale**

The American Bottlers of Carbonated Beverages is at present planning a drive against the U. S. Bureau of Chemistry and its ruling on the subject of capsicum in the making of ginger ale. As a forerunner to a protest to the Washington officials the association is sending out a questionnaire to every bottler in the country with a request for complete returns on the questions asked.

In explanation of the questionnaire, the association is enclosing the following letter:

"The Bureau of Chemistry, of the U. S. Department of Agriculture, has ruled that where capsicum (the word capsicum includes grains of paradise or any other heat fortifying material of like nature) is used in the manufacture of ginger ale the term capsicum must be declared on either the label or crown. If the technicalities of the ruling are enforced capsicum must be declared in the same sized type as ginger ale.

"As you know the American Bottlers of Carbonated Beverages have protested against this ruling of the Federal Government on the ground that capsicum in small quantity is a normal ingredient in ginger ale. The Association protest asserts that capsicum and like materials is not a base but is merely a condiment.

"This protest does not confine itself to the government ruling, as thirty-six states of the Union automatically accept the ruling of the Bureau of Chemistry of the United States Department of Agriculture so that if we can change this ruling through the Washington authorities it will also be applicable in thirty-six states in the Union.

"Representatives of the Association will soon appear before the Committee on Standards, of the Bureau of Chemistry, which has this matter in charge and make formal protest. In order that we may be fortified with facts and figures it is necessary for us to secure a great deal of detailed information concerning ginger ale."

## BANDITS REAP HARVEST IN SODA STORES

Peaceful patrons of soda parlors are not immune from banditry according to an account of a recent daring hold-up in Minneapolis. The scene of the western thriller was the Donnellale soda store, where, just before midnight, eight customers and five clerks were suddenly faced by the guns of two masked men. The robbers took \$400 and departed after several shots had been fired at them by their pursuers. The same act, with slight variations was then presented at the soda bar of John Morris, where eight patrons were forced to stand against the wall and deliver their valuables into the safekeeping of the bandits. At this establishment \$200 was also abstracted from the cash register of Mr. Morris.

## "Rabbits" and the Soda Fountain

The Combination Sounds Strange, but One Man Found in It an Idea that Pays High Dividends

"THE Rabbit Den! Now, what in the deuce has that to do with a soda fountain?" asked the agent for fountain supplies as he stood before the counter of one of his regular but small customers.

His not unreasonable amazement was occasioned by a neat sign over a door in the rear leading into what he remembered as a small luncheonette department.

"Haven't you seen that before?" laughed the proprietor. "I remember now you have missed a couple of trips and that was just an ordinary luncheonette when you were here last. I'll tell you the story if you are interested and have time."

"I'm interested all right," returned the other, "and if you can show me what rabbits have to do with a soda fountain, you go ahead. I'll wait."

"Well, it's quite a long story, and as you may have guessed, my wife was the moving spirit as she has been in most of my successful ventures. You know early last summer I was just beginning to draw a really good fountain trade and everything was going nicely, but my wife was not satisfied even then and insisted that I ought to get into the luncheonette end as well, or the big fountains would get my customers away."

### Fits Up Rear Room

"I couldn't see any way to handle much of that kind of business, for the fountain was having all the trade we could handle in the space available; but my wife wasn't balked so easily and pointed out that I could hire that rear room and fit it up. You know we never served anything elaborate, just sandwiches and cake and pie and such things, with a waitress to serve and bring drinks and ice cream from the fountain; but we did a very nice business all through the summer. Our evening business was good too; for with the picture theatre on one side and the regular theatre across the street, there was always a crowd in here when the shows ended and the luncheonette room was fine for parties that wanted to sit down and take their refreshment more leisurely.

"But you know the people in this town haven't been educated to eat ice cream in cold weather and the ones who patronized the luncheonette in hot weather decided for a real meal at noon after the thermometer began to get low. The evening trade fell off badly too, but I think my wife would have been satisfied if it hadn't been for the loss of the after-theatre parties in the luncheonette room. For some illogical reason that part of the trade meant more to her than the rest. So she put her wits to work to find a means to remedy matters. I didn't have facilities for serving hot food and didn't want to put them in because I am running a soda fountain primarily and not a restaurant, and it didn't seem as if we could attract the people in cold weather without hot food.

### Supply of Old Chafing Dishes

"But she got around that difficulty though it involved some work around the store for her, something I have always stood out against. She bought, begged and borrowed half a dozen more or less decrepit chafing dishes and fixed them up so they would work without blowing up; then she ordered some supplies, had some cards lettered and we were ready for the experiment.

"The next evening when our after-theatre patrons came in there was a neat sign on the candy counter and another on the fountain stating that a nice hot Welsh rarebit

was good on a cold night and was available in the luncheon room. Nobody even nibbled at the bait the first evening, greatly to my wife's disappointment, while I manfully resisted the temptation to say 'I told you so.' For two more nights it was the same, and the plan looked like a failure, but then the luck turned and we had two parties to serve. Both were enthusiastic both about the cookery and the service.

"From then on we had a steady increase in patronage and of course served several other sorts of chafing dish specialties. In fact we aim to be able to serve anything along that line that is ordered except crab and lobster dishes. Those we offer only when we can get fresh shellfish. We never used canned. My wife did the work for a week or two and then taught her skill to a girl friend of hers who was glad to help out and earn some money.

### Reservations a Week Ahead

"At the present time our very limited space is nearly always filled after the theatre. Only eight parties of not more than five are accommodated for we do not want to create the impression among our patrons that they are crowded. As a result we cannot care for all the business and frequently tables are reserved a week ahead. It pays better even than the corresponding summer business and what surprises me most is the amount of regular fountain business that it carries with it, though how anyone can eat lobster and ice cream together and recover in time to come back for more later in the week is more than I can understand.

"Of course all this has explained the origin of the name to you. We put the sign up about a month after the plan was started and it made a hit with our patrons. One smart one did say that rabbits didn't live in dens, they lived in warrens, but Rabbit Den it is and Rabbit Den it stays till spring anyhow."

"You've made good," said the salesman, "and you've shown me an idea that, so far as I know, is really novel. Do you mind if I tell about it?"

"Not in the least" was the reply. "You can give it as much publicity as you like, just provided you don't use my name. It has worked fine with me, but I don't believe a big place could use the idea as successfully. I think the cosy, intimate character of our establishment helped put it over."

### PROBE HIGH COST OF SOFT DRINKS

An investigation is now under way by the Food and Drug Department of the state of Michigan into the cost of soft drinks. It is claimed by Charles E. Spencer, inspector of carbonated beverages for the department, that retail stores continue to sell bottled drinks at war high prices notwithstanding the fact that the manufacturers and bottlers have reduced prices considerably. Various styles of drinks are being sold to retailers at 80 and 90 cents per case of 25 bottles which are then resold to the public at a profit of from 60 to 100 per cent, according to Mr. Spencer.

According to the same authority retail prices were fair when the war cost of bottled drinks was at an average of \$1.25 a case, but since the manufacturers' reduction the dispenser should come down also.

## For the Dispenser's Eye

A menu of five or six pages confuses. Much better to have a small, well-spaced, plainly-printed menu of a reasonable number of items. Such an one will be attractive and will sell more goods than a program like an almanac.

It is always a business-building plan to have two or three beverages or specials which are entirely distinctive of your own particular fountain and cannot be obtained elsewhere. If these leaders are so good as to warrant patronage, they will bring business and will hold it.

The dispenser must learn to put his customer's interest ahead of his own feelings. This is a fine exercise in self-control and will help to develop poise and self-reliance.

The dispenser who fails to read all of the trade magazines of his own field carefully, is going to miss some good things which the other fellow has found out. You may be clever and resourceful, but there are others who are sure to have some bright ideas also.

Take particular pains when old people come to the fountain. They do not see readily and they often feel a bit timid and uncertain. To hurry them or to act impatiently will spoil their pleasure and prevent their coming again. Show interest, and give them time enough to choose what they wish.

Many times customers are rendered impatient by having to wait for their soda checks.

It gives a displeasing impression to have a dispenser lean his elbows upon the counter, even if the person to whom he is talking is an intimate friend.

To make the excuse that you are just out of this, that, or the other, is really an acknowledgment of poor dispensing management.

If you can plan some way whereby men can hang up their hats, or women be free from their shopping bundles, the thoughtfulness will be appreciated. One of the ordinary customers or hat racks near the fountain will be appreciated if space permits, and a small rack upon which parcels may be laid, will solve the other part of the problem.

There is all the difference in the world in the quality of the cake cone part of ice cream cones. A tough, leathery cone will spoil the finest service of the best ice cream, whereas a light, flakey, delicious cone, will be a winner.

Be exceedingly careful to do everything in as dainty a manner as possible. If a customer sees the glasses soused around in a pail of dirty water, his appetite will not be very good. If there is no tumbler washer with a continuous delivery of clear, fresh water, carry all tumblers to the rear and wash them out of sight. This should be done once a day anyway. It will only mean having a few extra tumblers, and this is really no additional expense, as in any event these tumblers have to be on hand for emergencies.

We do not always appreciate the appeal of a pleasing odor. There are some psychologists who claim that "Love begins at the nose," and certain it is that delicate per-

fumes and pleasing fragrance make a strong appeal to the senses. For this reason, the aroma of fresh coffee or a whiff of good candy, will bring business, especially on a cool day.

Whipped cream is never served in a tart or acid drink. If you desire to give a special finish to hot lemonade, use a marshmallow or marshmallow whip.

Hot chocolate which is properly cooked when the syrup is prepared, will never look grainy or specky, but smooth and creamy instead.

It is surprising how much more convenient fountain service may be many times, if a slight rearrangement is made so that everything is put where it will be handiest to use. Because a certain item has been placed in one spot, is no reason that it shall remain there if a better one can be found for it.

Remember that other fountains offer good drinks and good service. They may even equal or surpass yours, but the point of difference which they cannot touch is your cheerfulness, your originality, and courteous hospitality, cleverly adapted to each type of customer.

Some people may think that any one can draw soda water, but it is a fine art which never tolerates carelessness or slovenly work. It must be done without confusion and with all mixing and serving scientifically and skillfully performed.

Good soda is worthy of first-class dispensing. You have within your control thousands of dollars' worth of equipment and supplies. The soda fountain is really a business within a business. Show yourself a master artist, by striving for the highest degree of efficiency possible.

## CORK MOST ANCIENT OF STOPPERS

**Properties of Bark Recognized by Early Greeks—Invention of Glass Bottles Gave Great Impetus to Industry**

The exhibition of representative arts and industries, which will be held at Wilkesbarre, Pa., soon, will include a demonstration of the manufacture of cork for its varied uses. Cork was recognized by the ancients as particularly suited to certain tasks and nothing has yet been found to supplant it in its own sphere.

Five of the principal uses of this bark were known over 2,000 years ago. It is mentioned by a Greek botanist four centuries before Christ, and was used before the time of Horace to make stoppers for wine vessels.

In the fifteenth century glass bottles were introduced, which gave such impetus to its general use that the real beginning of the cork industry may properly be said to date from that period. Some conception of its importance today may be gathered from the fact that the importations of the United States of crude and manufactured cork now aggregate almost \$5,000,000 in value annually. Much of the bark imported to the United States comes from Portugal and Spain.

The processes employed in preparing the cork for its many and diverse uses will be explained at this exhibition. Some of the cork products besides the corks for bottles of various sizes are cork insoles, discs and washers, gaskets, life preservers, mooring and anchor buoys, bobbars for fish lines, seine and gill corks, cork paper, cork balls, polishing wheels, instrument and fishing rod handles.

# "Retailers Keep Ice Cream Cost Up"

## Wisconsin Manufacturers in Convention Hear Dispensers Blamed for Continued High Prices—See Prosperous Year Ahead

**S**PEAKING before the recent convention of Wisconsin ice cream manufacturers, Robert Everett, of New York, told his hearers that there is too much profiteering in the ice cream business, saying that a Texas manufacturer recently found that in some instances retailers were making a profit of 200 per cent. It seemed to be the consensus of opinion of the members present that the retailer and the luxury tax are responsible for the high prices prevailing.

Varied expressions of the business outlook in the ice cream industry were heard at the gathering, which was the sixth annual convention of the Wisconsin Association of Ice Cream Manufacturers at Milwaukee, January 20 and 21. The digest of the statement by men of prominence in the trade shows that a healthy spirit of optimism prevails in this state, and that indications point to a most prosperous year.

Representative manufacturers were in attendance at the opening session of the convention, when Philip A. Grau, business manager of the Milwaukee Association of Commerce, extended a welcome to the delegates. William F. Luick, of the Luick Ice Cream Co., Milwaukee, made a response. President D. D. Smith, of Fond du Lac, as presiding officer, carried out the remainder of the program with promptness and dispatch.

The morning session on Thursday covered a number of topics of importance in ice cream manufacturing, such as "Refrigeration for Ice Cream Plants," by J. G. Hamerschlag, district manager of the York Manufacturing Co. D. W. MacWillie, vice-president of the Tri-State Ice Cream Co., La Crosse, followed with a talk on "Light."

"Ice cream feeds both body and mind," said J. F. Thomas, of the Wisconsin Dairy Council, Milwaukee, in an address on "What We are Doing for the Ice Cream Industry." He told of the educational campaign that the council has under way for the purpose of informing the public of the value of all dairy products through the medium of Wisconsin schools.

### Prices Must Come Down

"The retail price of ice cream must come down," was the statement of Mr. Everett, who is secretary and manager of the Association of Ice Cream Supply Men, of New York. "There is too much profiteering. Recently a Texas manufacturer found that in some instances retailers were making a profit of 200 per cent. Prices may come down this year, if present tendencies to reduce raw materials continue."

That the luxury tax and the retailers are largely responsible for the high price of ice cream was the sentiment among manufacturers at the convention. Ice cream manufacturers, it was stated, are keeping prices as low as possible and that the trouble lies with the dispenser who not only maintains war prices, but war portions. Another manufacturer stated that many retailers have used the luxury tax as an excuse to raise prices. The tax should be levied on the manufacturer instead of being collected by the retailer, as it gives the retailer too much opportunity to juggle prices, it was stated.

An address by George J. Weigle, dairy and food commissioner of Wisconsin; a talk on "Ice Cream as a Dairy Product," by Prof. E. H. Farrington, department of husbandry, University of Wisconsin, and a "More Logical

Legal Standard," by Prof. H. H. Sommer, concluded the business session of the first day.

Thursday evening was devoted to the annual banquet, followed by an entertainment for the 150 delegates who attended the convention.

An informal discussion of plans for the coming year occupied part of the next session. Plans were discussed to hold district meetings at regular intervals to enable members to talk over business problems. A committee was selected to make necessary arrangements. It was held that it was at times impossible and also impractical for the manufacturers to arrange for meetings at great distances from home.

### Gives Illustrated Lecture

First hand information on the ice cream tax was given to the manufacturers by W. H. Sprague, chief field deputy revenue collector, whose talk opened the morning session of the second day. An educational feature on the value of "Ice Cream in the Diet of Children," illustrated by stereopticon views, was given by Miss Francesca Kayser, of the Elizabeth McCormick Memorial Fund, Chicago. District meetings proposed in the state, the value and benefits that can be derived therefrom, were taken up by F. W. Holmes, of the F. M. Wright & Co., Mantello, Ill., in his talk on "Some Experiences at Sectional Meetings."

An address on "First Impressions of Beginners in the Ice Cream Industry," was made by Karl B. Mory, of the Mory Ice Cream Co., Appleton, which afforded the "old-timers" an opportunity to hear the views of outsiders. Concluding the program of speakers was a plea on "Let's Get Together," by C. E. Wright, of Sturtevant, Wright & Wagner, of Beloit.

All officers and the board of directors were re-elected at the final meeting. The informal discussion for ice cream members only, when plans for the coming year were taken up, was followed by reports of officers, committee reports and new business. Officers who held sway during the last year and will again be in power, are: President, D. D. Smith, Fond du Lac; vice-president, Charles Touton, Janesville; secretary and treasurer, F. E. Caghey, Madison; directors, H. G. Shurtleff, Janesville; H. L. Carver, Oshkosh; R. J. Baker, Marshfield, and Arthur H. Graessle, Milwaukee.

### DINNER TO RICHARD BELL

Richard Bell of Dochester, Mass., retiring general superintendent of the Walter M. Lowney Company, of Boston, was guest of honor at a farewell supper recently given at the rooms of the Lowney Cooperative Association by about 100 of the old employees. Mr. Bell has been in the employ of the company for 38 years, beginning in 1883 as an engineer, at which time there were 50 employees. He was the first superintendent of the company and later was made general superintendent.

Following the supper there was an entertainment, the numbers being contributed by employees. Walter H. Belcher, vice-president and general manager, was toastmaster, and Walter M. Lowney made the principal address. Mr. Bell was presented with a mahogany desk and chair as a tribute from those with whom he had been so long associated.

Mr. Bell is a prominent Mason and is treasurer of the alumni association of the Farm and Trades School.

## DU ROSS HEADS CHAMBER OF INDUSTRY

**Russ Manufacturing Co. Executive to Direct Cleveland Civic Organization—Will Push Public Construction Projects to Completion**

W. H. Du Ross, of the Russ Manufacturing Company, has been elected president of the Cleveland, Ohio, Chamber of Industry, a civic organization similar to the Chamber of Commerce which devotes its attention particularly to the West Side of Cleveland.



W. H. Du Ross

Mr. Du Ross has been a member of the Chamber for a number of years, and was elected for a two year term as director, to serve from Lakewood, a suburb adjoining the West Side, for in choosing a president the organization wanted a man who was in close touch with the affairs of both the West Side and of Lakewood, which although an independent township, is practically a part of Cleveland. In addition, Mr. Du Ross individually has done as much, if not more, than any other one person to bring before the people of Cleveland, and those contemplating Cleveland as their home and place of business, the important part the West Side has played in making the city the industrial center it is today.

His policies along this line, as outlined in his inaugural address before the Chamber, are: More new developments, and the completion of plans which have been dragging for lack of effort in the right direction.

### To Push Construction Plans

Among the first moves will be the pushing to completion of the encircling parkway system that has been advocated for years, but which has made little progress, largely, from lack of public funds. Mr. Du Ross will urge the immediate construction of this parkway system, and among plans for it are included a large golf course at its westerly end, in the vicinity of Rocky River, where enthusiasts of moderate means may have the same privileges without the exorbitant fees that go with private golf courses, the cost of their own equipment being their only expense.

Another plan to be developed under leadership of Mr. Du Ross will be the completion of the approach to the west end of High Level Bridge. This bridge is a monument to Cleveland as a whole and there are plans calling for a parked approach on the westerly end, but these have never been carried out. It is the intention of Mr. Du Ross that the Chamber promote this work and require its completion this year.

Mr. Du Ross has been a resident of Cleveland for 20 years, and for sixteen years has been connected with the Russ manufacturing interests. The present plant, occupying approximately 150,000 square feet of factory space, is the outgrowth of a small business started eleven years ago, and its expansion is best indicated by the fact that during the first year it employed only five men, while during last year 200 men were employed.

### Saw Possibilities of Fountain Trade

About eight years ago the possibilities in the soda fountain business were investigated by Mr. Du Ross. It was decided to enter this then new field. The first year marked the production of not more than 100 soda fountains. Last year 1,000 fountains were produced. In the early days the fountains were distributed directly to consumers, the users of the fountains. Today a new method is effective, distribution being through the jobbing houses. The business is being successfully managed by Mr. Du Ross in charge of the manufacturing department, and by L. S. Lines, who is a veteran of the soda fountain trade, in charge of the sales forces.

In addition to aiding in shaping the policies of the

Chamber of Industry, working personally for the improvement of conditions on the West Side, and attending to the details of the Russ Company, Mr. Du Ross finds time to give attention as well to the purposes of such organizations as the Rotary Club, the Ad Club and other institutions which have the welfare of the city at heart. He is a golfer of no mean ability and identified with the leading clubs devoted to this sport.

## PROF. ALLYN ADDRESSES BOTTLERS

**Food Expert Explains Relation of Sugar to Alcohol At Convention of New England Association**

Sugar in soft drinks will satisfy the craving for alcohol, according to Prof. L. B. Allyn of Westfield, Mass., who made an address at the convention of the New England Soda Bottlers' Association, at Springfield, Mass. Prof. Allyn is a widely known food expert.

"Civilized man is a man of many drinks," he said. "Medical observers tell us that an appetite for alcohol and an appetite for sweets seldom exist in the same individual. The more sugar he consumes, the less alcohol he craves. Sugar is a quick acting fuel, and apparently satisfies a craving which alcohol is likely to foster or to increase. The increased consumption of soft drinks apparently has a sound physiological reason back of it."

More than 200 members attended the session. G. F. Boynton, Springfield, vice-president, gave an address of welcome and Hugh J. McMackin of Boston presided. C. F. G. Schirmer of Waterbury, Conn., president of the Connecticut State Bottlers' Association, made a report of the recent convention at Cincinnati.

Herman C. Lythgoe, of the Massachusetts State Department of Health, gave a talk on proposed legislation. W. J. Miller, counsel for the Massachusetts Bottlers Exchange, said that legislation is now under consideration, whereby the bottlers will have protection in their products as is given milkmen.

## CHILE FIELD FOR FOUNTAIN TRADE

**Consul of South American State Says His Countrymen Have Succumbed to Lure of the Ice Cream Soda**

In an article which appeared recently, Octavio Mendez, Chilean consul, emphasizes the opportunities his country and South America in general offer the North American manufacturers of soda fountains.

Mr. Mendez says: "A great quantity of soda fountain fixtures and accessories are made in the United States, but very little of it finds its way to Chile. Chileans have always been very fond of ice cream, but it is not until recently that they have been introduced to the great American institution, the ice cream soda. And today it seems that the ice cream soda and similar concoctions are destined to achieve as great a popularity in Chile as they enjoy in the United States, and this in spite of the fact that Chile is not blessed with prohibition. Therefore it is not difficult to conceive what a great demand there soon will be in that country for all soda fountain appurtenances."

## MINIMUM "BUTTER CONTENT" LAW

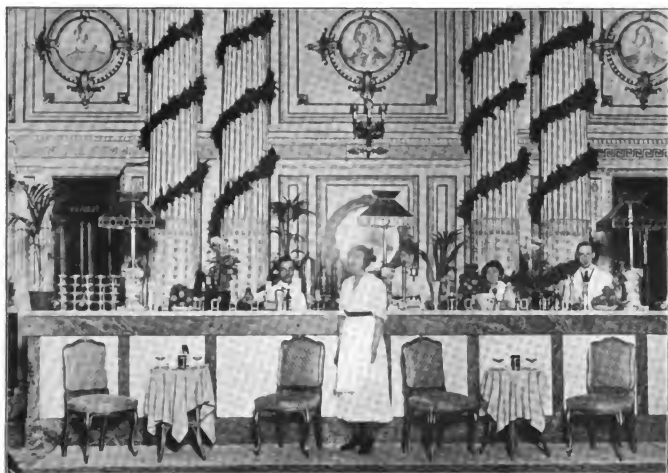
A bill regulating the manufacture of ice cream introduced in the Oregon Legislature by Representative H. J. Overturf of Bend, is said to be one that will bring protest from ice cream manufacturers as did a previous attempt in 1919 to increase the butter fat content.

The Overturf bill provides that not to exceed 1 per cent by weight of harmless thickener shall be used; that increase must contain not less than 12 per cent by weight of milk fat and that the acidity shall not exceed three-tenths of 1 per cent.

Fruit or nut ice cream must contain 9 per cent of milk fat.

## Sodas Making Good in England

Many Luxuriously Appointed Fountains in Operation and Popularity Is Now Assured—Great Headway Seen in All Parts of the Country



One of the London Soda Fountains Which is Winning Englishmen from their 'alf-an'-alf, International

The popularity of the soda fountain and its wares has received a strong impetus since the advent of prohibition, but its rapidly growing favor in England can certainly not be ascribed to any such adventitious aid. Yet in a land where 'alf-an'-alf is flowing freely, to say nothing of wilder beverages, the soda fountain is daily growing in the esteem of a populace which can still choose freely between the hard and the soft. This is a difficult test, but the fountain is more than holding its own. The circumstance is all the more remarkable when it is considered that the fountain apparatus, the syrups, sodas, and sundaes as well as the basic habit of drinking fountain products are all of American origin. Their conquest of the British Isles has been achieved purely on merit and certainly in the face of obstacles in a country noted for its disinclination to adopt foreign customs.

The photograph of the soda fountain run in connection with the London Opera House, Kingsway, London, shows one of the most luxurious stores of this kind. The theatre itself is large, showing to 50,000 people every week, and the appointments of the soda fountain have been designed in keeping with the importance of the house. Fred S. Longley, who is in charge of this fountain, has had twenty years of experience in the trade, beginning with the fountain at the American Exhibition at the Crystal Palace in Lon-

don in 1900. According to Mr. Longley, not only is his fountain doing an excellent business, but the trade itself is making great headway in all parts of the country. During 20 years he has watched the growth of the industry and says that it has been hard work to bring it forward but that popularity is now assured if only the dispensers will take interest in, and study, their work.

Among the other London establishments which have high class fountains are the Selfridge Stores, Lyons Cafes, Ltd., which has several; Fuller's, with about thirty; and the Thomas Lipton shops. This list, however, by no means completes the total, as there are many smaller firms now dispensing soda.

### COFFEE HOUSE NAME CHANGED

The New York City coffee house recently started by members of the Roosevelt family under the name of the "Brazilian Coffee House" has lost its name, and from now on will be known as the "Double-R Coffee House", one "R" standing for Roosevelt and the other for Robinson, Monroe Douglas Robinson, a nephew of Theodore Roosevelt, being associated in the enterprise.

The name "Brazilian Coffee House" is owned by a concern headed by Copeland Townsend, proprietor of the Majestic Hotel. The Roosevelt family did not desire litigation, and for that reason changed the name of its establishment.



## BACK OF THE FOUNTAIN

### Ohio Druggist Dispenses With Mirror and Uses Space to Advertise His Goods

The Foertmeyer Pharmacy in Mt. Auburn, a residential suburb of Cincinnati, has solved the problem of utilizing the space back of the soda fountain, which in most stores is given up to mirrors, or what in the unregenerate days of the saloon was called a back-bar. Back of this fountain there are no mirrors, and every bit of the space is given up to advertising.

Instead of the back mirror, where people could look at themselves, this store was fitted with shelves behind dust-excluding doors of glass. The mill-work on the doors, the shelving and the wall woodwork were painted



*Uses Back of Fountain For Advertising Purposes*

a delicate gray. The shelf-work behind the doors gave the appearance of dividing the glass into so many individual panes.

Each of these sections was devoted to the exhibition of some particular object for sale in the store. This gave an opportunity to display many different articles, and in such a way that every person sitting in front of the counter has to see them. To make certain that the people would not overlook the display of wares as shown, there has been painted on each of the glass panels in white, the name and the price of the soda fountain drinks. These were changed from time to time.

People step into the store, order something from the advertised drinks, and while doing this they scan the bargains which are offered. Many times they see things which they did not know the drug store carried. In any event they see the goods, the desire for possession is created, and the best of advertising can do no more than that.

## A VERY VALIANT TRENCHMAN

Now along comes Peter McGirvey, of Sharpsburg, Pa., and qualifies for the final in the gormandizer contest. A few evenings ago in the Guyasota club in his own home town, he devoured six dozen oysters, two mince pies, and a quart of ice cream, at one sitting. Asked if he would

not like "a little something" to drink as a chaser, McGirvey said:

"No, thanks. But if you had a few shells of old fashioned beer to offer me, I would not say 'nay.' If I had some several of them under my belt, well—then I could say honestly that I'd had a perfect repast."

McGirvey is a small man, weighing less than 150 pounds. His appetite has made him famous in the region around Sharpsburg, and he has been known to eat half a dozen man-sized meals in one day and still protest that he was hungry and unsatisfied.

## ANCIENTS LIKED FROZEN DISHES

### Equivalent of Ice Cream Known In 1500—Introduced Into France By Catherine De Medici—Biblical Reference to Refreshing Qualities of Snow

Although history does not chronicle the fact, it is possible that Richard Cocur de Lion, having vanquished a particularly strenuous enemy, was in the habit of doffing his helmet and crying loudly: "What ho! varlet, bring me a tankard of fresh strawberry ice cream." However that may be, it is established that ice cream, or the ancient equivalent for it, was known as far back as the year 1500, and there is no evidence against its existence as far back as Richard's time. By some the Italians are credited with the invention of the dish, and it is certain that it was brought into France by Catherine de Medici.

This was more like what we today call water ices and before 1600, a Frenchman named Contreaux established in Paris a cafe featuring this dish, which became very famous. The additions of flavoring, cream, milk and eggs led to the production of ice cream today, but history does not give reliable information on this subject.

The uses of ice for cooled or frozen dishes is much more ancient. References are to be found in the Bible, showing that the Jews in early Palestine brought snow from the mountains to refresh their workers at harvest time, the Greeks under Alexander the Great, used many iced beverages, and Henry III, of France, served many such drinks.

The Italians also figured as the leaders in improving freezing methods, since it was they who took to dropping saltpetre into snow and water, setting a smaller dish inside the receptacle holding this mixture and revolving the smaller vessel to solidify its contents.

## SIGNS BIG CONTRACT FOR VINEGAR

### J. J. Garvey Company Will Furnish 300,000 Gallons of Fruit Still Product to Dixie Products Corporation of Mobile, Ala.

The J. J. Garvey Company of New Orleans has closed a contract to sell 300,000 gallons of fruit still vinegar to the Dixie Products Corporation of Mobile, Ala., provided the latter concern can increase its output during the coming year. Mr. Garvey, whose firm is said to be the largest of its kind in the south, has made an inspection of the Dixie plant, its processes of manufacture and the chemical analysis of its products.

President John A. McDermott, who has moved to Mobile from New York to take charge of the corporation's business, states that the capacity of the plant will be increased, probably to 500,000 gallons during the present year.

The contract just closed does not include the distribution of the vinegar made by the corporation from the hearts of ripe watermelons, which will be sold by the Mobile concern's selling organizations, as heretofore.

The J. J. Garvey Company will establish an office at Mobile for the distribution of the 2,400,000 bottles of vinegar to be shipped from that city to all parts of the south.



# Ice Cream Follows Doughboy to Siberia

Chinese Vendors Cater to Wants of People of All Nations  
Who Learn to Like American Confection



*Chinese Vendor in Vladivostok and His Ice Cream Customers*

International

**T**WENTY years ago, after the Spanish-American War and we had acquired a lot of little brown men out in the Orient there was a long and at times bitter discussion over the question of whether or not the constitution followed the flag. This picture gives abundant evidence that whatever the truth may be about the constitution, there is absolutely no doubt that ice cream follows the flag.

You think of Siberia and it is of frozen steppes, and a mention of Vladivostok conjures a vision of a harbor at times ice-locked. You think about anything but ice cream, for one would look for no better market for ice cream in Siberia than for steam heating plants on the well-known equator.

But the American doughboy anywhere in the world must have his little delicacies, and it was he who introduced ice cream to Siberia. Did the people like it? If facial expression means anything, the two women who are eating the ice cream are shouting that they do like

it, and that small boy looks as if he wishes his middle name was "ice cream."

The vendor is a thrifty Chinaman, who believes that the people should have what they want, as long as they have the money to pay for it. Vladivostok is now a city of many nationalities, and they are all learning to eat ice cream. Not only that, but the taste of it is getting familiar to the people in the interior, and as soon as peace comes to the people and there is a development of the wonderful resources of this part of the world, there will be a market for the equipment manufacturer and the soda fountain man.

And when the dividends begin to be paid as a result of the increase in business in the Far East, the beneficiaries can give thanks to that wonderful advance agent of prosperity, that two-fisted fighting man who wants what he wants when he wants it, and by the same token generally gets it, even ice cream in Siberia—the American doughboy.

### A DOLLAR-A-MINUTE BUSINESS

**Decatur, Ill., Soda Fountain Proprietor Hoped He Could Make a Living—He Has Succeeded to The Extent of About \$1,000 a Day**

When Samuel Malloes opened a little confectionery store in Decatur, Ill., a few years ago he figured that there was an opportunity to make a living—but his dreams of success fell far short of what has actually occurred. Decatur is a manufacturing city of about 60,000 population and it was one of the first Illinois cities to establish local option and perhaps for this



*Fountain With Big Money Making Capacity*

reason has been an unusually good field for the sale of soft drinks and candy.

Today Mr. Malloes's confectionery is doing a business of a dollar a minute, or sixty dollars an hour, and is keeping open sixteen hours a day—which means that the cash receipts run close to \$1,000 a day. Mr. Malloes attributes his success to three factors, first, getting the best possible location for a store; second, installing the best possible equipment; and third, giving the best possible service to customers. His equipment is here illustrated in the Mueller Masterbuilt fountain that he has recently installed. This entire plant is equipped with circulating brine and ammonia and is one of the first fountains where circulating ammonia is successfully immersed entirely in brine.

This installation was designed by the Mueller Fountain and Fixture Company of Decatur. The Burge Machinery Company of Chicago supplied the plant equipment which is located in the basement of the store.

### PROTEST "MISBRANDING" BILL

**Manufacturers of Soda Water Flavors File Petition with Senate Against Inclusion of Glass Containers in Haugen Measure**

The National Manufacturers of Soda Water Flavors has filed a petition with the United States Senate in protest against the so-called Haugen package bill, which has already passed the House of Representatives. This association has asked the senate to make some amendment to the bill. The National Bottle Manufacturers Association and the Glass Containers Association have asked for the defeat of the bill or its amendment, so it will not include glass containers.

The bill is an amendment to the Pure Food and Drugs Act and adds the following clause to section 8, which is

the section relating to misbranding; "Or if it be in the container so-made, formed, or shaped as likely to deceive or mislead the purchaser as to quantity, quality, size or kind or origin of the food therein." It also adds a new paragraph to the section which makes a case of misbranding, if the package is not filled with the food it purports to contain.

The National Manufacturers of Soda Water Flavors, asks that the bill be amended, so that it will be incumbent on the purchaser to make a reasonable examination of the package. There can be no prosecution for deceiving or misleading, unless there is proof that a reasonable examination failed to reveal the fraudulent features.

The Glass Containers' Association asserts that this bill will work a hardship on the glass industry, in that it will throw in the junk-heap, hundreds of thousands of dollars in moulds, greatly cripple the industry, and make necessary the discarding of the shipping packages especially designed for the present supply of containers.

The law does not become effective until six months after its enactment, so as to give all persons an opportunity to get rid of the old stock.

### SOFT DRINK PLACES CHANGE HANDS

Many soft drink establishments in Portland, Ore., are changing hands as a result of an ordinance recently passed by the city council. It provides that when such a place is found to be conducted in a manner contrary to law, it may be summarily closed and its proprietor's license revoked. The proprietor can not re-open, but under the law he may sell his business to a person approved by the council. Among the businesses recently changing hands under this provision are:

G. M. Moe bought the business of Hurley Brothers; Sid Park Non bought the business of Stanley Chinn, and Gus Lambert bought the business of Oscar Koske. The last named sale was permitted by the council on the understanding that the purchaser would keep the place free of I. W. W. members.

Interest in the proceedings under the ordinance is growing, as is evidenced by the increased attendance at each session of the council devoted to license revocation hearings. Many women are seen among the spectators. An interesting case before the council recently was that of Mrs. N. Kayawa, "former flower of Nippon," who has recently been retailing soft drinks at 74 North Fourth street. The council had previously revoked the license of Mrs. Kayawa, but by some manipulation she had procured a new license for the new year and it was on this that the hearing took place. The case ended in the revocation of the second license.

### BLUE LAWS IN BERWICK, PA.

Berwick, Pa., has made its bid for fame by writing the Sunday blue laws into the local ordinances. Drug stores will be permitted to fill prescriptions and sell medicine, but that is the limit of their activity. All soda fountains will be closed, newspapers cannot be sold and gasoline stations are included in the ban. Traveling motorists who run out of gasoline in that town have to stay there until Monday morning.

### OPEN CANDY FACTORY IN COHOES

A new factory for the manufacture of candy, which occupies two floors of a large building, has just been opened in Cohoes, N. Y. The owners are Charles Gilley of Troy, and Joseph J. Healey and William L. Connerly of Albany. The company will employ about ten people at the start, and will increase its working force as soon as possible.

# Luncheonette Department

Conducted by EMMA GARY WALLACE

## Estimating the Number to Serve

**I**T IS always something of a problem to know how much to prepare for a definite number of servings. To be sure, some people eat more than others, but a standard of average order must be given to each person. It is a waste to serve so much that part will be left over, and unsatisfactory to the customer at least, to offer so little that the patron will have the feeling that he has been victimized.

So the questions arise, Shall we serve men the same sized portions as women, knowing that the women are likely to eat less? Shall we make the luncheon orders or meal-time orders larger than those served just as a "snack" between meals? And, How shall we estimate to prepare for twenty-five, fifty, or a hundred portions?

To begin with, the luncheonette is not a full course meal service,—it is a light luncheon and even when the service is patronized at noon, this fact is taken into consideration by patrons who want quick service and do not want heavy, hearty meals at this time of day.

Then, it frequently happens that a frail little, fairy-like appearing woman will devour more food than a big husky man, particularly if she has breakfasted on a glass of cold water, a few calisthenic exercises, and an orange. And in the third place, if a salad order appears on the menu at twenty-five or thirty cents, it should be in all justice, a standardized portion.

For example, if Mrs. Brown comes in with her husband today and he orders a serving of Fruit Salad and gets a big, substantial-looking dish of it, while she has a wafer-like Chicken Sandwich, she will naturally argue that she has drawn a blank, and next time she comes in will choose Fruit Salad for hers. Then if she gets a little dainty serving about big enough for a bird, she will feel that she has just cause for complaint—and can you blame her?

It is well to keep an approximate listing of servings somewhere conveniently placed so that they can be referred to. You may know how much of different foods to prepare, but possibly you may want to go on a trip, or you may slip in an icy place and sprain your ankle. Then it will be a comfort to be certain that someone else can take up the work and follow your lead as nearly as possible.

In dividing orders, remember that the richer the food, the less is offered. The following basic ratios are what might be called average, perhaps rather on the small side. Take your foods of which you sell the largest quantities, and weigh and measure and experiment, and if you find that these basic ratios do not fit your type of service, just make a notation on the list to that effect. But keep track, for it will save you money to do it, and perhaps some day it may save you embarrassment as well.

It is a convenience also to have an idea how much raw material to procure in order to prepare for different numbers of people. One luncheonette proprietor known to the writer is developing a fine business on the side, preparing and sending out complete meals of a simple character for groups of people. He may get an order for instance, for

enough potato salad, sandwiches, coffee, ice cream and cake, to serve two hundred people. It is the nervous wear and tear of not knowing how to go at it and how much to get ready, which frazzles the nerves.

Here are the basic portions worked out by one practical worker:

Lemonade, fruit punch, or other similar liquid beverage served in lemonade or punch cups—10 quarts for each sixty people. Mineral glass portions—10 quarts for each fifty-six people.

Ice cream—six standard portions to the quart. If bricks of ice cream are ordered, ready cut, they will make very satisfactory portions if each quart is divided into eight servings. If a disher or ice cream scoop is used, know exactly how many scoops to a quart and a gallon you can get by using dishers of different sizes, and it will make a difference if these scoops are leveled off or just rounded out with all they will hold. Sometimes the profits go into careless measurements.

Frappé and sherbet, hard frozen—three gallons for fifty people. Half frozen and beginning to melt—two gallons for fifty people.

Loaf sugar—one pound to twenty-four people.

Berries, large sized ones—ten quarts for fifty people. Medium sized ones—eight quarts for fifty people. Smaller sized, sound, ripe berries—seven quarts for fifty people.

Granulated or powdered sugar for berries—two pounds for fifty people.

Fancy wafers—three boxes to fifty people.

Bon bons—three pounds to fifty people.

Olives of medium size will run about seventy-five to the pint. Allowing three olives to a person, a pint will serve twenty-five.

Bouillon hot—twelve quarts will serve fifty people, allowing about seven ounces to a person. Jellied, eight and a half quarts will serve fifty people.

Whipped cream—two quarts will make fifty rounding tablespoonfuls. Two quarts refer to the unwhipped cream and the measurement by tablespoonfuls to the result after it is whipped.

Hot chocolate—twenty-five to thirty cups to the gallon, depending on the cup measurement. This amount will take half a pound of chocolate.

Round loaf or layer cakes may be made to serve eight people if cut in triangles from the center; or sixteen people if cut in quarters and then sliced from the center outward toward the edge. In this case, the pieces are not exactly uniform in size, but the smaller pieces are thicker and the larger ones thinner, so each customer gets the same amount of cake in reality.

Croquettes—six pounds of meat will make croquettes for fifty people.

Oysters—oysters on the half shell are apportioned at four to a customer. Solid oyster meats chopped call for four quarts for fifty people. Oyster stew—allow six quarts to fifty people. If you wish a more generous allowance of oysters to a serving, allow seven quarts.

Chicken, turkey or roast meat—Remember that raw meats weigh from two to two and a half times their net weight when cooked. This is because so much of the moisture is evaporated in roasting. With meats which are boiled, or fried, or quickly cooked in any way, the raw meat will weigh about one and a half the cooked portions. Boiled meats will shrink almost as much as roast meats, much of the nutriment going to the gravy or broth.

Twenty-five pounds of raw, dressed meat are allowed for the serving of fifty people, if the meat is hot. Cold meat goes farther because it can be sliced thinner, and twenty-five pounds can be made to serve from sixty to seventy people.

Salmon salad—This calls for six pounds of salmon for fifty portions.

Cabbage salad—Allow seven pounds for fifty portions.

Chicken salad—A four pound fowl combined with celery and the other trimmings, should make two quarts of salad. Two quarts of salad should serve twelve people or one quart to six people. Eight and a half quarts will serve fifty people, and eight and a half quarts of salad will call for seventeen pounds of fowl. If larger portions are desired, and it is almost solid chicken meat, allow twenty pounds for fifty people.

An ordinary sandwich loaf will make twenty-four sandwiches, or will cut into forty-eight thin slices of bread; or if you desire a little thicker slices of bread and sandwiches with more substance, cut each loaf into thirty-six slices or eighteen sandwiches. Each sandwich will be the full size of a slice of bread. Allow two sandwiches to a person. Or if the sandwiches are cut in two or in triangles, allow four to a person.

One pound of creamed butter should spread three loaves of bread. One quart of sandwich filling is the average allowance for one loaf of bread.

It is very necessary to decide upon these basic portions for only in this manner can accurate costs be determined upon, and without actual costs for actual material, and a definite knowledge as to serving costs and overhead expense, the entire cost cannot be arrived at, nor the margin of profit figured on the selling price.

In these days of high prices of everything, no one wants to conduct business for the benefit of his health. A reasonable cash return should be insured for the investment of time and skill. The only way to be sure that you are going to make a fair profit, is to keep your eye on costs and portions.

### THE FIRST CUP OF COFFEE

**Drink Originated in Abyssinia in 15th Century According to Some Authorities—Other Historians, Believing Legends, Argue for Still Greater Antiquity**

In the Bibliotheque Nationale there is a manuscript (near the end of the Sixteenth Century), written by an Arab, Abdelcader, who declares that coffee was drunk for the first time in Arabia in the middle of the Fifteenth Century. Others think that certain remarks in Persian writings imply that coffee was used in Persia as early as the Ninth Century; but most authors dispute these texts. It is commonly supposed that the use of coffee in its earliest home, Abyssinia, and in its second home, Arabia, is only five to six centuries old.

A legend says that the Angel Gabriel once, when Mohammed was ill, brought him a cup of coffee. Another legend says that a Mohammedan monk discovered that his goats became very lively and full of fun after they had eaten the fruit of the coffee-tree. This observation caused him to make the first cup of coffee. His dervishes enjoyed the coffee, and ever afterward drank it at night, to produce wakefulness, when they kept vigils. Cautious

historians laugh at these traditions and prefer to stand by Abdelcader's manuscript. This writer mentions an Arab, Gemaleddin, a judge in Aden, who, while traveling to Persia, or as the historians correct the manuscript, to Abyssinia, saw people use coffee as medicine. He used it and was cured of a sickness. Later, becoming a monk, he taught his brethren the use of coffee. It was, then, in Aden that coffee-drinking originated. The fakcers even made coffee-drinking compulsory upon their neophytes. Public coffee-houses originated in Aden, and very early in history.

We do not find any opposition to the use of coffee until the middle of the Sixteenth Century, when the Egyptian Sultan sent a new governor, Chair Bey, at Mecca. This governor knew nothing about coffee, and was greatly enraged when he saw the dervishes, in the mosque, drink coffee. He believed that which they did was contrary to the teaching of the Koran, and that they became intoxicated. He consulted two Persian physicians, who were opposed to coffee. They declared it was a substitute for wine, which is prohibited by the Koran, and hence coffee-drinking was a violation of Mohammed's law. To prove that coffee-drinking made persons neglect religious duties, they pointed to the fact that while coffee-houses were multiplying, the mosques were empty. Chair Bey called a council of physicians, priests and lawyers, and, on their advice, forbade absolutely the use of coffee. The police gathered all coffee that could be found and burned it in the market-place. Afterward, he reported to the Sultan what he had done, and received the following note in reply: "Your physicians are asses. Our lawyers and physicians in Cairo are better informed. They recommend the use of coffee, and I declare that no faithful will lose heaven because he drinks coffee." Since then coffee-drinking has been unmolested and has become a favored drink everywhere.

### MARSHMALLOWS FIND PLACE IN SUN

**No Longer a Confection, But a Staple Article of Cookery, Say Manufacturers—Campaign to Call Usefulness to Attention of Housewives**

Times and customs change rapidly. The horse and bicycle have almost disappeared from the street, while the automobile reigns triumphant; and now it is the lowly marshmallow that is being lifted to the pinnacle of power. Everybody knows what a marshmallow is, of course. It is one of those white things that you stick on the end of a twig and toast over the fire while your eyes water from the smoke. Or else you used to eat them untoasted and get a liberal supply of sugar over your face and hands and clothes.

But the manufacturers have decreed that the day of the marshmallow as a simple confection are over, and that from now on the soft, white sweet will take its place in every kitchen right up on the same shelf with other staples, such as flour, coffee or lump sugar. To that end the makers of marshmallows are organizing to show housewives just how much they have missed by not respecting the marshmallow properly.

In a short article in "Printers' Ink," the advertising campaign is outlined. In addition to the usual methods of publicity, the candy men found a new way to increase the range of usefulness of the marshmallow, and to accomplish this end an authority on cooking was commissioned to get up a recipe book, showing a great number of ways in which the confection can be used in making pastries and other desserts. To make the book as complete as possible, original research work was done, and a large number of entirely new recipes was the result.

## Foods Which Go Together

Those who are serving food stuffs are often puzzled to know just what to offer at the same time. Certain fruits, vegetables, or relishes develop the flavor of some meats and seem to kill those of other meats or fish or game. There is a harmony in seasoning and flavor as well as in color and sound.

The following table is valuable to keep for ready reference.

### Harmony in Flavors

Roast pork calls for apple sauce, a mustard dressing or mustard pickles, cranberry sauce, or horseradish. The root vegetables such as turnips, beets, and carrots are served with pork; also spinach and greens, like cabbage salad or Brussels sprouts.

Roast mutton, being a rather strong, greasy meat, requires a somewhat strong accompaniment,—currant jelly, caper sauce, and mixed pickles. White or yellow turnips, parsnips, cauliflower, or tomato make a suitable vegetable.

Roast lamb is a more delicate meat, and calls for milder accompaniments, such as mint sauce, mint jelly, sorrel sauce, apple or grape jelly, or crisp radishes. For vegetables, use green peas, fresh butter beans, lettuce, or a delicate salad.

Roast beef may be served with a tomato sauce, cranberry sauce, mustard pickles, horseradish, cranberries, or any tart jelly. For vegetables, use anything in season. Among those especially good with beef are winter or summer squash, tomatoes, onions in cream, peas and corn.

Roast veal. For a relish, serve something made with green or ripe tomatoes, cranberries, mushroom or onion sauce, any tart, red jelly, or gooseberry catsup. Canned vegetables never seem to go well with veal. Use anything in season. Spinach or Brussels sprouts are especially good.

Roast turkey calls for cranberry sauce, any tart, red jelly or grape jelly, or a spiced fruit catsup. For vegetables, serve almost anything except Brussels sprouts, cabbage, or cauliflower. These, of the same family, are taboo, as the flavor clashes with that of turkey.

Roast goose. Whatever goes well with roast pork is also suitable for roast goose.

Boiled beef or veal requires a mustard pickle, corn relish, chow chow, piccalilli, or catsup. For vegetables, use any of the root variety and whatever fresh greens may be in season.

Boiled mutton. Caper sauce, curry sauce, minced onion, or mushroom sauce, saubise dressing, or an oyster sauce. The same vegetables which go with roast mutton will be suitable.

Boiled turkey. Oyster sauce, currant sauce, cranberry jelly, or gooseberry catsup. As boiled turkey is more delicate than roast turkey, serve a delicate vegetable like sweet potatoes, Spanish onions in cream, or a crisp salad.

Boiled or fricasseed fowl. Make a rich white cream sauce, or drawn butter, or bread sauce. The same relishes and vegetables will be suitable that go with boiled turkey.

Fresh salmon. Cream sauce, green peas, macaroni with tomato dressing, sliced tomatoes, cucumbers or a crisp salad.

Fresh macaroni. Stewed gooseberries, gooseberry catsup, grape catsup, and the same vegetables as for roast pork.

Broiled or baked shad. Parsley, egg or mushroom sauce, green vegetables in season.

There is a reason why certain dressings and sauces are selected for certain meats. Those having a strong or pungent quality are served with the heartier meats. For example, horseradish or mustard go well with corn beef. They would not be desirable with broiled chicken. Again, acid sauces made with lemon or vinegar as a basis, and including tartare, etc., are served with rich, fatty meats or fish. Strong meats and fish call for a tart, well-seasoned variety of pickle, while delicate meats like lamb, chicken, quab, rabbit, or partridge, are better served with a delicate jelly or sweet pickle.

There is a logic too in the selection of vegetables. Starchy vegetables like rice and potato are of a neutral flavor and go with all kinds of meat and fish. Rather tasteless meats call for vegetables of a distinctive quality, such as onions or yellow turnip.

A delicate vegetable salad goes well with any delicate meat or fish, especially if it is made with cucumbers, asparagus, or any other fresh vegetable.

Venison and duck are improved by something tart having a characteristic tang, or as one chef puts it, a "whang." Zest is nearly always given to a rather tasteless fish by an oyster dressing. Bechamel and brown sauce go well with either broiled or roast fish, and egg and mushroom sauce make a boiled fish especially good. Greasy fish is always helped by a lemon sauce.

A ripe olive sauce is much relished in connection with wild fowl. Wild fowl is strong and seems to require the characteristic strong taste of the ripe olive to offset it. Wild rice is especially good with wild duck.

### Tomato Sauce

Take a quart can of tomatoes. Drop in three cloves, two tablespoonfuls of minced onion, and salt and pepper to taste. Simmer forty minutes; then strain. In a separate pan, melt two tablespoonfuls of butter and when bubbling hot, cook two tablespoonfuls of flour with this. Slowly add the strained tomato. Stir until smooth.

### Caper Sauce

Melt five tablespoonfuls of butter in a sauce pan. Cook with eight level tablespoonfuls of flour. Slowly add three cups of boiling water. Stir until perfectly smooth. Add a half a teaspoonful of salt, half a teaspoonful of onion juice, a few grains of paprika, half a cup of slightly chopped capers.

### White Sauce

Four tablespoonfuls of butter cooked with four tablespoonfuls of flour. When well blended, stir in one pint hot milk or white meat stock. Stir until smooth. Season with a half a teaspoonful of salt, a few grains of Cayenne, and a half a teaspoonful of white pepper. Cook seven or eight minutes longer, stirring constantly.

### Brown Sauce

Cook six tablespoonfuls of butter with eight of flour. Stir very carefully, allowing to cook until a delicate brown. Now stir in one pint of either hot milk or hot brown meat stock. Season with a half a teaspoonful of salt and a few grains of black pepper. Cook until smooth.

### Celery Sauce

Take the tougher stalks of the celery, and for each quart, allow enough hot salted water to cover. Cook until tender. Drain, saving the water. Set the celery in the oven to keep hot. Make a White Sauce as already directed, using half hot milk and half the hot celery liquid. Cook until perfectly smooth. Now add the cooked celery and serve at once.

**Currant Sauce**

Melt one-half of an eight ounce glass of currant jelly. Blend with a tablespoonful of lemon juice and a teaspoonful of onion juice. Have prepared the portion of brown sauce directed above. Mix the two liquids. Cook for five minutes and serve.

**Curry Sauce**

Make a portion of white sauce as directed. Blend a half a teaspoonful of onion juice with this. To this quantity, add two-thirds of a level teaspoonful of curry powder. This can be mixed with the flour before it is cooked with the butter, or can be stirred smooth with a little cold milk, water, or meat stock and added at the last.

**Egg Sauce**

To a portion of white sauce, add two chopped, hard boiled eggs. The eggs will be better if cold before being chopped.

**Hollandaise Sauce**

Cream one cup of butter. Blend with this, two tablespoonfuls of strained lemon juice and add eight egg yolks beaten thoroughly. Pour in one by one. Turn into the top part of a double boiler and season with half a teaspoonful of salt, a few grains of cayenne, and a half teaspoonful of paprika. Stir constantly until the mixture is thoroughly heated and blended. Watch, as too long cooking spoils Hollandaise. If it shows a tendency to curdle, add a tablespoonful of cold water and beat vigorously for three or four minutes.

Well made Hollandaise should be smooth, rich, and delicious. Some chefs get better results by keeping the lemon juice out until butter and eggs have blended, adding it at the last moment.

**Hollandaise Horseradish**

To a portion of Hollandaise sauce, add a teaspoonful of onion juice and eight tablespoonfuls of grated horseradish. Beat thoroughly.

**New England Hollandaise**

Cream one cup of butter. Blend with the yolk of four eggs and the strained juice of one lemon. Season with a teaspoonful of salt and a dash of cayenne. Place in a double boiler and beat with an egg beater until it thickens. Add one cup of boiling water and continue beating. When the consistency of soft custard is reached, remove from the fire. Continue the use of the Dover egg beater for several minutes to insure a smooth production.

**ANSWERS TO CORRESPONDENTS****Taste of Coffee**

(G. B.)—The statement that your coffee has developed a "queer taste" is rather indefinite, and gives no indication as to the source of your trouble. However, any unusual taste detected may be inherent to the particular grade of coffee you have been using, or more likely, traceable to undue scorching of the coffee beans in the roasting previous to grinding. It is also possible for coffee to acquire an unusual taste by being allowed to stand in an urn, especially if the plating on the inside of the urn be somewhat worn, thus imparting to the infusion of coffee a sort of metallic taste. It is not likely that this is a source of your trouble, but it suggests that your apparatus should be carefully examined for any such defects.

We would also suggest that you try another kind of coffee, using the following formula which was recommended to THE SODA FOUNTAIN some time ago by a practical dispenser, with the statement that the beverage so made was all that could be desired, provided the coffee was made daily or as much oftener as required: Put one-half pound of coffee (well roasted and ground) in a bolting cloth bag, place the bag on the diaphragm in the urn and pour one gallon of coffee over it; in five

minutes draw off one-half gallon of the infusion and pour it back over the coffee, repeating the operation once or twice. After fifteen minutes remove the bag containing the coffee grounds and keep the infusion hot. In serving, use one-half ounce of cream and fill up the cup with the hot coffee. The taste of any coffee which has stood for several hours in an urn is very likely to be considerably different from that of coffee freshly made.

**Topping Mixture**

(E. H. C.)—We can not give off-hand a formula for a frothy topping which does not require the use of egg albumen. However, you might try the following method suggested by a confectioner: Place in a small pan 2 pounds of sugar,  $\frac{1}{2}$  pound of glucose, and water enough to dissolve the sugar. Set the pan on the fire and stir until the sugar is dissolved, washing down the sides of the pan and cooking the mixture to 240 degrees F. In another vessel prepare a moderately dense solution of gelatin by the aid of heat, the proportion of gelatin to be determined by experiment. When this has been prepared, gradually pour into the gelatin solution the mixture of glucose and sugar, stirring all the while with an egg beater; then add about 4 or 5 ounces of mucilage of acacia, continuing the stirring until the mixture is cold. Then add sufficient extract of vanilla or other flavoring extract as desired. The topping, like all gelatin and gum preparations, tends to deteriorate rapidly, especially in hot weather, and for this reason it should be kept in a cold place, taking care not to prepare more than is sufficient to meet the demand of two or three days. As a preservative, the addition of benzoic acid is permissible, providing the quantity employed and declaration of such use come within the regulations prescribed under the Food and Drugs Act.

**Kola Syrup for Fountain Use**

(H. S.)—Various formulas have been suggested for the preparation of a kola syrup suitable for fountain use. Hess ("Manual of Beverages") gives the following:

(1)  
Fluidextract of kola ..... 4 fl. drams  
Pineapple syrup ..... 32 fl. ounces  
Mix. Any other flavored syrup may be added to the fluidextract.

(2)  
Compound elixir of kola ..... 1 fl. ounce  
Pineapple syrup ..... 12 fl. ounces  
Grape juice ..... 6 fl. ounces  
Caramel .....  $\frac{1}{2}$  fl. ounce  
Syrup, enough to make ..... 32 fl. ounces  
Make a smooth paste of the caramel with some syrup, add the remaining ingredients and mix well.  
A kola and fruit syrup:  
Fluidextract of kola ..... 2 ounces  
Grape juice ..... 2 pints  
Pineapple syrup ..... 2 pints  
Lemon syrup ..... 2 pints  
Raspberry syrup ..... 2 pints  
Red coloring, q. s.

**MASHED POTATOES**

Editor, THE SODA FOUNTAIN.

We have quite a luncheonette business at our fountain, including hot meats, potatoes and other vegetables, which are served from a steam table, but we have considerable trouble with our mashed potatoes which turn yellow after being kept on the table for a few hours.

We wonder if some of the readers of THE SODA FOUNTAIN cannot tell us how to treat mashed potatoes so that we can avoid this difficulty.

Yours truly,

LUNCHEONETTE.

# Ice Cream Department



Conducted by ALFRED C. FRASER

## Something New in Ice Cream

Process for Substituting Carbonic Gas for Air in Frozen Sweets Gives Better and Purer Results, Is Claim

IT MAY have been thought that ice cream making in this country had reached its zenith, and yet announcement is made of a still better process, and that a finer product can be produced by replacing the air in ice cream by carbonic gas. Mr. Paul Heath seems to be the inventor of the new process.

At the recent convention held in Portland, Oregon, by Western ice cream manufacturers, this process was explained by Mr. Heath himself. Mr. Frank N. Martin of Spokane, president of the association, had also tried out the plan successfully, as had one or two other large concerns.

As is well known, the lightness and "swell" in ice cream is due to the beating process which results in the incorporation of air. When the freezing is finally finished, there is a contact which neutralizes part of this "swell." It now seems possible that this process will in the future be known as the aerated or air process, to distinguish it from the carbonating process.

The difference is this: In the aerating method, innumerable tiny bubbles of air are beaten into the cream; in the carbonating process, the air bubbles are replaced by tiny, sterile, carbonic gas bubbles.

Carbonic gas has been called the natural food gas. It is what is given off by yeast in yeast-raising foods, and by baking powder, or soda, or sour milk when these leaveners are used. Air is composed of oxygen and nitrogen, or a mixture of two gases. And so the question resolves itself into the choice between oxygen and nitrogen, or carbonic gas in their place.

Mr. Heath pointed out to the Western manufacturers that air is carefully expelled from food products when it is desired to keep them for a considerable period of time. But carbonic gas is sterile. It gives a sparkle and a snap to beverages. Carbonated water is used in warm countries where fevers abound in preference to plain water. There can be no question as to its wholesomeness, for already we drink large amounts of carbonated beverages with delight and benefit.

Mr. Heath said, "Provided we are convinced, as we are bound to be, that it is a permissible and advantageous process to use sterile carbonic gas in place of air, the carbonating process is easily accomplished. A drum of gas is connected with the freezer by a convenient valve, and a definite amount of carbonic gas is delivered into the freezer. This gas entirely replaces the air. Part of it is dissolved, and part of it is held in suspension. In other words, the insoluble air has been replaced by a soluble gas which is cleaner and purer than the air was."

It is claimed that carbonated ice cream stands up longer because it is more compressed; carbonic gas being 52.9

per cent heavier than air. Although carbonic gas is soluble, as it is taken up either by liquids or semi-liquids; yet when the liquid or semi-liquid is frozen, the dissolved gas is driven out of the solution.

It has also been found out, according to Mr. Heath, that carbonic gas develops the flavor, giving a hint of richer cream, finer fruits, and stronger extracts.

It is true also, that the more the over-run or "swell" in ice cream, the strong the aroma of the flavoring. This is due to the content of air or gas, and as carbonic gas is heavier than air, it develops a finer aroma. The advantage is also claimed for it, that its presence decreases bacteria count in ice cream. This is partly because it is sterile, and partly because the presence of the carbonic gas causes the ice cream to hold its refrigeration longer.

Mr. Heath pointed out that there is an advertising suggestion which can be capitalized: "We have heard of beverages so pure that they were manufactured in washed air. We read much about this daylight factory, and that spotless manufacturing room, but what about ice cream of an unusual character because it is no longer made in the ordinary air which we breathe; but rather in a pure, sterile gas, resulting in a product as nearly 100 per cent clean and pure as it can be made?"

### ICE CREAM INDUSTRY IMPORTANT

Mississippi Manufacturers Hold Convention and Impress Hosts With Value of the Business—Are Against War Tax But Back Pure Ice Cream Campaign

The Mississippi Ice Cream Makers' Association has just completed its annual business session at Jackson, Miss., and left behind them the impression that the manufacture of ice cream in that state is really an important industry. The association was well entertained by local men, among them W. D. Seale, a maker of ice cream and E. B. Hurdley, also a manufacturer. The confectionery men showed their approval of their reception by designating Jackson as the setting for their 1922 convention.

Officers elected for the year were as follows: P. L. Farrell, Brookhaven, president; N. D. Brookshire, secretary and treasurer; D. S. Cox, Jr., was elected to represent the association at the next session of the National Association.

The association went on record as opposing the one cent per dish war tax on cream, and as being anxious to co-operate with health authorities in a campaign for wholesome ice cream.

### ICE CREAM SHOW AT CONVENTION

**California Manufacturers Vie In Contest Judged By University Professor—Meeting Brings Up Discussion of Corporation to Eliminate Losses Due to Unrestricted Competition**

The annual convention of the California Ice Cream Manufacturers' Association which was held at Oakland, Cal., with an attendance from all sections of the State, presented several unique features, including an ice cream show at which several hundred samples were submitted by leading California manufacturers.

The opening morning of the convention was given over largely to registration and a short business session, which included a formal address of welcome and an outline of the program. In the afternoon there were addresses by delegates and the day's work was brought to a close with a banquet tendered by the California supply men.

Prominent among the discussions in the afternoon were those having to do with the imperative need for co-operation and the best methods of restricting competition by common consent, to the end that unnecessary losses be eliminated. H. E. Peterson, of Sacramento, spoke on the alarming growth in the expense of free re-icing, and amused his listeners with his paraphrase of a popular poem on refreshments:

"The Frenchman loves his wine,  
"The German loves his beer;  
"The British love their 'alf-an'-alf,  
"Because it brings good cheer.  
"The Irishmen loves his whiskey straight,  
"Because it gives him dizziness;  
"But the Ice Cream Man has no choice at all—  
"He ices the whole darn business."

#### Must Popularize Product

F. E. Miller, of the Miller Ice Cream Company, of Oakland, expressed doubt as to whether the delivery of small paker to retail customers was worth the expense involved, especially when special flavors are provided. He felt, however, that this extra expense should be cheerfully met in order to assist in bringing to the front the use of ice cream as a dessert. "There is a great deal in educating the dealer to see the value of popularizing our product," he said.

Mrs. A. Babcock, a visitor from St. Paul, Minn., spoke on the "tremendous waste in California involved in the use of so many unnecessary ice cream cabinets." Her criticism met with the approval of many present and a committee was appointed to investigate the relative values of charging retailers so much per "hole," or selling them cabinets outright, or continuing the present system.

Prof. E. J. Lea, director of food and drugs at the University of California, spoke on the value of ice cream as a food and declared that from observations made by him the ice cream business was in no danger of suffering from any curtailment in business in general.

Lower prices on ice cream will rule within a few months, according to a report made by the price committee of the Association. Prices have dropped sharply on milk, cream, sugar and supplies in general, but even with these lower costs manufacturers are making no more than average profits and for a time were operating in some cases at a loss. The committee reported that the lower prices that would become effective in the spring would be the tangible result of the public demand.

#### Election of Officers

The ice cream show attracted general attention and the exhibits were sampled by delegates during the session as well as at the banquet. This was arranged by Prof. G. D. Turnbow, assistant professor of dairy industries at the University Farm maintained at Davis, and the judging

was done by Prof. C. L. Roadhouse, also of the University Farm.

The election of officers for the ensuing year resulted in the following selection: President, S. A. W. Carver, Los Angeles; vice-president, F. H. Ames, San Francisco; secretary-treasurer, Robert J. Dryden, Oakland, and field secretary, Jay Kugler, San Francisco. An effort will be made, it was decided upon, to bring the next national convention to California.

### ICE CREAM DEMAND GAINS 50 PER CENT

**Spokane, Wash., Reports Production of 394,456 Gallons for 1920—Hope to Increase Total by Drive for Out-of-Town Business**

The consumption of ice cream in Spokane, Wash., during 1920 showed an average gain of 50 per cent over 1919 despite the late spring, according to statements by manufacturers. Last year the entire production amounted to 394,456 gallons.

Heading the list, the Hazelwood Company reported a production of more than 200,000 gallons of ice cream. The increase in business is attributable to the recognition by the public of the food value of ice cream.

The Spokane bakery manufactured 153,000 gallons of ice cream during 1920, which exceeds the 1919 output by 58,000 gallons. A larger business is expected for 1921.

The business of the local manufacturers has extended to the surrounding towns, and during the coming years an intensive campaign for more out-of-town business will be conducted.

### STATE OFFICER COMMEMDED

The Iowa Ice Cream Makers Association, in meeting at Waterloo, have passed a resolution endorsing W. B. Barney, state dairy and food commissioner and defending him from recent attacks. The resolution is as follows:

"Whereas, certain elements in our state have seen fit to belittle the efforts of Commissioner W. B. Barney, and by so doing minimized the effects of his good work; be it

"Resolved, that we go on record as expressing our hearty approval of the excellent work of the dairy and food commissioner in all phases of his activities."

Cedar Rapids was awarded the next annual convention of the association at the closing session of the eleventh annual convention in this city.

Officers selected for the coming year were: W. S. Wilcox, Mason City, president; Charles Hutchinson, Des Moines, vice-president; A. B. Sayles, Fort Dodge, treasurer; George Irwing of Des Moines, Joe McGrath of Cedar Rapids, Art. Ulrich of Dubuque, Henry Tyler of Villisca and R. T. Penders of Okaloosa, directors. Paul Crowley of Des Moines is secretary of the association.

Resolutions were adopted urging the erection of a dairy building at the state fair ground at Des Moines.

### ICE CREAM MAKING TAUGHT

The increased consumption of ice cream, which is generally ascribed to prohibition, has caused a scarcity of skilled ice cream makers. To meet this demand the New York State School of Agriculture at Cobleskill, N. Y., is giving a course of eight weeks to prepare men for this work. The course began January 3 and will close February 25. The course includes all information needed about making ice cream and getting ready to make it, as well as its care subsequent to manufacture. Students will learn to use the Babcock test, the care of milk and cream products in general, the separation of milk, and the mixing, freezing, packing, judging and sale of ice cream. Tuition is free to residents of the State of New York.



## NEW YORK FIRMS CONSOLIDATE

### Three Ice Cream Manufacturers In Northern Part of State Unite In Planning Immense Business For Coming Season

A consolidation involving three of the largest ice cream companies of Northern New York has just been announced by the St. Lawrence Ice Cream Company, under which name the newly united firms will operate. The capital stock of the concern will be \$100,000 and main offices will be located at Gouverneur.

The three companies included in the deal are the Gouverneur Ice Cream Company of which Clyde W. Bame is the moving spirit; the Norwood Ice Cream Company, of which Richard La France is the head, and the Community Ice Cream Company of Ogdensburg, of which J. H. Boyer and Al Duont are the owners.

The present plants will be conducted as formerly for a time or until suitable quarters can be secured at Ogdensburg when the Community and Norwood plants will be amalgamated. The Gouverneur plant is one of the most modern in that section and has had a most successful career as have the other two companies forming the combination. It is believed that by the consolidation of the three companies much greater and more effective results can be obtained in competition with other ice cream companies now operating in Northern New York.

E. P. Lynch is preparing the necessary legal papers which will be filed with the secretary of state at Albany at once. The company is planning to carry on an immense business during the coming season.

## BREWERY CHANGED TO ICE CREAM PLANT

**Polar Products Co. Plans Big Output From Transformed Factory at Watertown, N. Y.—Milk There Cheap and of Good Quality**

The Polar Products Company, one of the largest ice cream manufacturers in New York City, will establish a branch office in Watertown, N. Y., for which purpose it has bought the plant and equipment of the Watertown Consumers' Company brewery. The equipment is well suited to the needs of the ice cream concern, which expects to install its freezers and separators in time to begin operations early in March.

Milk enough to make 1,000,000 gallons of ice cream will be drawn from the Watertown district, owing to the fact that the company finds it can buy at cheaper prices in the northern part of the state, while the test of milk has proved very satisfactory.

The Polar Products Company has a patent device, a container in which without ice for refrigeration ice cream can be shipped in a radius of 160 miles. The cream can be manufactured in Watertown and kept for hours in perfect condition without the use of ice. By shipping from New York City and from Watertown all points between there and the metropolis can be covered, it is believed.

When repairs and remodeling are ended the plant will be one of the most modern and sanitary of its kind in the state. Between 50 and 75 men will be employed in the operation of the plant.

## BUYS \$220,000 ICE CREAM PROPERTY

**Telling-Belle Vernon Co. of Cleveland Takes Over Creamery and Freezing Plant of Joseph W. Wilson at Huntington, West Va.**

The Telling-Belle Vernon Ice Cream Company of Cleveland has just bought a valuable piece of property at Huntington, West Virginia. The concern has paid to Joseph

L. Wilson the sum of \$220,000 for the sale of the real estate, fixtures and equipment of the Wilson Creamery Company and the fixtures, equipment and lease of the Johns Ice Cream Company.

The purchase includes the good will of the two plants and the right to incorporate and continue in business under the name of the Wilson Creamery Company. Mr. Wilson is bound by the terms of the contract not to engage in the ice cream business again in ten years.

The Telling-Belle Vernon Company is a twelve million dollar corporation. The Huntington businesses, which are, in fact, one, constitute the fifty-seventh purchase of the kind made by the Belle Vernon Ice Cream people.

Members of the syndicate purchasing the properties are: W. E. Telling, L. R. Pullian, J. H. Coolidge, Jr., and J. H. Schindler, all of Cleveland.

The development of negotiations which led to the sale of his ice cream business led to the suspension of plans which Mr. Wilson had made for the enlargement this year, of the Creamery. It is understood that the purchasers will put these or similar plans into effect at an early date.

## A NEW FAD FOR JADED PALATES

**Goat's Milk Ice Cream, Flavored with Rose Leaves, Delights The Greek Taste—Will It Ever Be Popular Here?**

But few people in this country have heard of ice cream made of goats' milk; but nevertheless and notwithstanding, ice cream made of goats' milk and flavored with rose leaves is the delicacy par excellence in Greece and Crete, according to an American Red Cross worker recently returned from abroad.

There are many people, no doubt, to whom goats' milk ice cream would have no especial appeal, even though flavored with rose leaves. Their palates are attuned to the rich and creamy product of the Jersey cow. But the rose leaves flavor in ice cream is said to be very delicious, and why may not cows' milk be substituted for goats' milk? Then our fastidious citizens might be permitted to enjoy the rose leaves flavor to the full. It might, in time, become as popular as caramel sundae or banana surprise.

## MANAGERS GO TO SCHOOL

**First Course of Study for Officials of Imperial Ice Cream Company So Successful That Yearly Meetings Are Planned**

An ice cream school is something of an innovation, and also a successful one, according to W. M. B. Sine, general manager of the Imperial Ice Cream Company's plant at Clarksburg, West Va. Mr. Sine has just concluded the first school for the managers and salesmen of the concern's seven factories.

Two sessions were held daily, with a portion of the general offices serving as class rooms. The course included a thorough study of the plant with its sanitary features; the process of ice cream making, comprising the materials entering into the making; study of service, selling, the customer, advertising and co-operation. The course was conducted along the lines of the National Cash Register schools and the first proved such a success that the officials have decided to make it an annual proceeding, with the managing and sales staffs gathering at the general offices for progressive study once every twelve months. The following managers of the company's plants comprised the managerial class: C. B. Hyatt, Parkersburg; T. J. McCann, Wheeling; G. H. McDonough, Cumberland, Md.; H. H. Warne, Grafton; G. H. Hulderman, Fairmont; H. A. Trench, Clarksburg; S. C. Deihl, Hagerstown, Md.

### ICE CREAM CAUSES PANIC IN INDIA

**Missionary Has Little Success in Converting Assamese to American Dish—Sensation of Cold Terrifies Natives**

A missionary, recently returned from a long period of work among the Assamese, an ignorant people of India, recounts a tale of how a dish of ice cream caused a panic and nearly frightened to death a group of natives under her care.

In the first place it must be understood that ice cannot be bought in Assam even at five dollars a pound, nor at ten,—because there is no ice in Assam. There is no skating, and the most cooling drink to be had is lukewarm water highly flavored with sand. Now, for the first six weeks of her stay in Assam the missionary had never tasted ice cream, and consequently she hungered for it as the working man in this country is now hungering for his,—but this is a funny story.

She was feeling the pangs one day, when a hail-storm came, such hail as only the Assamese climate can produce. Each stone was the size of an egg, a solid lump of snow. Miss Wilson had often seen such a storm before, but this was the first time it struck her as being of some use.

Why not use those hail stones instead of ice to freeze some cream?

She imparted her inspiration to some fellow workers, and soon the mission freezer was filled and the precious home dessert appeared at table. It tasted fine, Miss Wilson says, so fine indeed that the missionaries had not the heart to keep such a treat to themselves. They must share it with the natives! So they hastily summoned the school and served out a small dish to each of the converted Christians.

Silence for a time, while the eager semi-savages absorbed one spoonful after another of this delectable foreign food. Then one of the Assamese discovered that his throat was burning! He shrieked. He was in agony. The evil spirits had entered him. They were about to destroy him. He fled the mission house and rushed shrieking through the streets of Cauhai.

"It took us all evening to quiet the panic," the missionary declared.

It was her first and last effort at converting the Assamese to American food.

### EMPLOYEES GIVE SOCIAL FUNCTIONS

**Build Up Esprit de Corps of Detroit Organization by Monthly Parties—Believe Club is Valuable Asset**

The employees of The Bakers' and Confectioners' Supply Company, of Detroit, gave another of their monthly parties on January 29. These social gatherings have become a feature of the organization, and have contributed in no small part in developing an esprit de corps which is reflected in an increased efficiency.

The party on January 29, like the Christmas party, was held in the stock room of the company which is transformed into a dancing hall with a space of 50 by 120 feet by moving the bins, which are on five inch ball bearing castors. There were eighteen dance numbers on the program, and they were interspersed with a singing and dancing specialty by a female impersonator. A five piece orchestra furnished the music, and there was plenty of the "jazz" kind.

For the Christmas party the room was appropriately decorated, and before the dancing commenced there was an exhibition by the employees, a stage having been built for that purpose. The entertainment committee in charge had purposely selected for each part the person least suited for that part.

The organization is an employees' club in every sense of the word, and is sustained financially by weekly contribution of employees. Occasionally a banquet is given,

but more often a dancing party. At both the January 29 and the Christmas parties luncheon was served à la cafeteria, the food being supplied by the young women.

Specialists in industrial relations believe with the officers of The Bakers' and Confectioners' Supply Company that in giving these social entertainments the employees club has become a valuable asset to the organization. There is developed a friendly attitude, contributing to a closer co-operation, which is not always easy to obtain. Then, too, the fact that the parties are held in the same building in which the employees labor makes it out of the ordinary and is helpful in maintaining the morale of the organization.

### SPOKANE LOWERS CANDY PRICES

**Drop is Announced of Less than 20 Per Cent in Fancy Products, But of 20 to 25 Per Cent in Popular Grades of Chocolates and Taffy**

A 20 to 25 per cent drop in candy is announced by Spokane, Wash., manufacturers, jobbers and retailers. On items involving more detail, namely candy, in fancy boxes, with expensive labels, paper and other items, the drop is less than 20 per cent. On the ordinary run of popular priced chocolates, taffy and brittle the percentage of drop is between 20 and 25 per cent.

"The reductions are more pronounced in candies involving less detail," said one candy manufacturer. "Where we can get away from the expensive detail of labels, paper and boxes the reduction amounts to from 20 to 25 per cent."

A reduction was announced in the price of popular priced chocolates from 90 to 75 cents a pound and of taffy and brittle from 50 and 60 cents a pound to 40 cents a pound. Taffy and brittle when sugar was at its highest, were 75 cents a pound in Spokane.

### WHAT PERCENTAGE DID HE MAKE?

**Editor, THE SODA FOUNTAIN,**

There is some difference of opinion here in our store as to the percentage of profit we made on our fountain during the past two years and I would appreciate your reply to the following questions.

Our fountain purchases for 1919 were \$23,182.86 and our labor, \$6,673.43 or a total of \$29,856.29; for 1920, purchases were \$22,588.12 and labor \$7,618.92, making a total of \$30,207.04.

1—What was the percentage of increase in our expenses for 1920 as compared with 1919?

Our sales for 1919 were \$37,382.25 and for 1920, \$39,616.87.

2—What was the percentage of increase in our sales for 1920 as compared with 1919?

3—Based on the above figures, what was the percentage of gross profit on our sales for each of the two years, 1919 and 1920?

As you will notice, in our expenses enumerated above we have not made any allowance for rent, wear and tear, breakage or taken into account our inventory, as we figure that our stock on hand was about the same at the beginning and at the close of each year.

Will greatly appreciate your answers to the above.

Yours very truly,

SUBSCRIBER.

As shown by the above figures, your expenses were \$350.75 more for 1920 than for the year 1919, or an increase of 1.17 per cent. Your receipts increased \$2,234.64 for 1920 or an increase of 5.97 per cent on 1920 as compared with 1919. Your gross profit for 1919 was 20.10 per cent and for 1920, 24 per cent based on your sales.—(Editor.)

### E. C. JOHNSON SUCCEEDS FATHER

Is Chosen President of H. A. Johnson Co.—Clarence Newton Becomes Vice President and Frank R. Kimball Remains Treasurer

At a meeting of the stockholders and directors of the H. A. Johnson Company, January 25th, in Boston, the following officers were elected:



E. C. JOHNSON

President, Edwin C. Johnson, to succeed his father Henry A. Johnson, who died on Dec. 12th, last; vice-president, Clarence Newton, attorney for the firm; treasurer, Frank R. Kimball, who has been associated with the credit and financial end of the business for over thirty years, and who has for several years been treasurer of the company.

The Board of Directors is composed of E. C. Johnson, C. L. Newton, and T. Frank Harrington, Mr. Harrington being the head salesman for the firm, and associated with it for twenty-five years.

E. C. Johnson, the new president, has been actively associated with the H. A. Johnson Co. since his graduation from Harvard in 1904. Most of his activity has been on the sales end of the business, first with the development of the mail order department, then in the advertising end, then as sales manager.

Several years ago he was instrumental in opening in New York City a branch office of the company. In 1909 when the H. A. Johnson Company was incorporated, he was elected vice-president, in which capacity he has served since that time, and at a later date he was also made secretary.

Mr. Johnson is known for his activity in associations connected with the baking and preserving industry. He was secretary of the National Food Manufacturers' Association for several years, and is now on the executive committee of the National Association of Bakers' Supply Houses, and the National Preservers and Food Products Association. He is secretary of the New England council for the baking industry, and a member of many other similar associations.

His work has not been entirely confined to the baking and allied industries however, for he has been active in Chamber of Commerce work, chairman of membership committee for one year, president for two years of the Boston Sales Managers Club. He is now president of the Boston Executives' Club, and a member of the Rotary Club, the Exchange Club, the Boston City Club, and the New York Harvard Club.

### RICHARDSON'S 1921 CATALOGUE

In their new catalogue for 1921, the Richardson Corporation of Rochester, N. Y., offer a very complete line of dispensing apparatus for their Liberty Root Beer, Liberty Rich and Liberty Orange. They have some 25 styles and sizes of dispensers, starting with the small syrup dispenser for counter use and running in size up to the huge Liberty Barrel. Some of these designs are shown in their advertisement in this issue, but a card will bring you their complete illustrated catalogue.

### BIGGER PLANT FOR BOTTLING COMPANY

Altoona, Pa. Concern, After Year In Business, Forced to Seek New Quarters—Installation Now Completed

The Altoona Sanitary Bottling Company, of Pennsylvania, which has been in process of moving from its former home, has finished the placing of the machinery, and is in readiness for the manufacture of fruit-flavor sodas for the summer trade. At its inception last year,

the concern occupied one room, but increasing business made larger quarters necessary. The new quarters furnish room for a two floor plant and garage space for three trucks.

The company officials are Thomas L. Banks, president; J. W. Springer, secretary-treasurer and manager; and A. Karam, vice-president and sales manager.

### WHO LIKES HOME BREW?

For the benefit of the persons who have not yet become reconciled to prohibition, the Paramount Drug Company, of Washington, D. C., has issued the Paramount formula for "Home Brew." If anyone wants to try it they can. Here it is:—

Take the left hind foot of an active young mule. Dissolve in ether. This adds the kick.

Add one ounce of nitro glycerin. This makes the heart jump.

Add a handful of the active part of the cactus plant. This gives it the tickle.

Add two pounds of iron bars from a country booby hatch. This adds the tonic effect in the form of iron and prevents breaking out.

Next write on a piece of paper: "Not to be opened for three days, Neighbors please sing 'Home Sweet Home.'"

Next buy an indemnity bond for bonding your product. To be used over neck of your product.

Buy yourself a rabbit foot.

See that the will you wrote is in safe at your office at least five miles from home.

Go back home, send your wife and children to the country, turn in a fire alarm and riot call then proceed to bottle your product.

Set aside in a warm place and it should be ready within fifteen minutes.

### EXCEL CO. OFFICERS RE-ELECTED

The officers of the Excel Candy Company of Fond Du Lac, Wis., have been reelected at the annual meeting. They are: M. D. Frisque, president; Albert Haberkorn, vice-president; Henry Marian, secretary and treasurer.

The officers with Leo F. Dana and Edward J. Shaw constitute the board of directors. Mr. Marian serves as manager of the concern.

Reports showed a very prosperous year for the company and bright prospects for future business. Owing to the increase in business the company has added three additional road men, making a total of six traveling salesmen for the company.

The new machinery ordered by the company some time ago has arrived and will be installed shortly. Should business conditions demand, the company plans to erect a new factory or build an addition to the present plant. It has forty feet additional space for building.

### ATTACK SACCHARINE USERS

Pennsylvania Bottlers Ask Heavy Penalties for Men Who Sweeten Unlawfully—Would Have Jail Sentence for Second Offense

Drastic legislation aimed in Pennsylvania at unscrupulous bottlers who use saccharine as a sweetening agent in soft drinks, has been asked by the executive committee of the Keystone State Bottlers' Association. The committee in conference with State Food Director James Foust and Secretary of Agriculture Frederick Rasmussen have suggested that penalties for the use of saccharine be increased to a minimum of \$50 and a maximum of \$100; with a jail sentence of from three to six months to be imposed, together with a fine, for a second offense.

### RULINGS UNDER FOOD AND DRUGS ACT

That the word "champagne" is false and misleading and constitutes a misbranding under the Food and Drugs Act when used in connection with, and to describe such products as soda water, artificially carbonated grape juice, artificially carbonated sweet cider and the like, is the substance of an important ruling of interest to all fountain operators, recently issued by the Bureau of Chemistry, Washington, D. C. This ruling constitutes one of a number relating to the manufacture and sale of soft drinks, those of particular interest to the trade being the following:

#### 353. Sour Salt

Investigation has shown that under the name "sour salt" purchasers expect to receive an article consisting of tartaric acid, or citric acid, or a mixture of both.

A product containing alum labeled as sour salt is regarded as both adulterated and misbranded under the Food and Drugs Act.

#### 356. Use of Term "Sparkling" When Applied to Carbonated Fruit Juices

In Item 223, page 63, Service and Regulatory Announcements, Chemistry 20, issued July 2, 1917, the bureau expressed its opinion that the term "sparkling" does not correctly describe either fermented or unfermented artificially carbonated beverages, and that this term should not be applied to these articles.

As a result of prohibition legislation, conditions have now changed to such an extent that the use of the term "sparkling" on fruit juices which are clearly unfermented is no longer regarded as deceptive or misleading. Item 223 is therefore amended, in so far as it applies to these products, but is still controlling in its application to carbonated mineral waters.

#### 357. Labeling of Clear and Cloudy Fruit-Flavored Beverages (Extending Item 289, P. 101, S. R. A. Chem. 23)

Terms such as "ade," "squash," "punch," "crush," and "smash," can be applied properly only to beverages, either still or carbonated, which contain the juice or edible portion of a fruit. These terms should not be applied to products flavored only with essential oils or essences, unless plainly labeled as imitations. The Food and Drugs Act requires an imitation to be labeled with the word "imitation," together with a statement showing wherein it is an imitation, which ordinarily requires a declaration of those ingredients, such, for example, as essential oil, citric acid, and artificial color, giving the article its principal characteristics.

It is further held that any turbid or "cloudy" orange, or other fruit-flavored beverage, which does not contain either an appreciable quantity of the juice or edible portion of orange or other fruit named, should be labeled plainly as an imitation.

#### 358. Use of Word "Champagne" in Labeling Unfermented Beverages

Request has been received for a statement concerning the propriety of the use of the word "champagne" in such terms as "champagne soda," "champagne cider," "grape juice champagne," and "ginger champagne."

The bureau is of the opinion that the word "champagne" is false and misleading and constitutes a misbranding under the Food and Drugs Act when used in connection with, and to describe such products as soda water, artificially carbonated grape juice, artificially carbonated sweet cider, etc.

#### 359. Use of Names Indicative of Alcoholic Beverages in Labeling Dealcoholized and Nonalcoholic Products

In the opinion of the bureau the composition and character of whiskey, gin, rum, brandy, and articles of similar nature are such that nonalcoholic products

identical with them except in alcohol content can not be prepared. The bureau therefore will regard as misbranded any product designated by these terms, even when they are modified by the word "imitation."

The terms "dealcoholized wine" and "nonalcoholic wine" should be restricted to wine, the fermented grape product, from which the alcohol has been removed without appreciable loss of character-giving constituents other than alcohol, such as the substances which give flavor and bouquet. In labeling such articles the term indicating the absence of alcohol should be printed in direct connection with the word "wine" and with the same degree of prominence. Where a specific designation is used, such as "dealcoholized claret," "non-alcoholic burgundy," the product must be true to type. The expression "dealcoholized wine" is preferred to "non-alcoholic wine," in that it more definitely describes the product.

Beverages not identical in composition and character with dealcoholized wine are considered misbranded if labeled or sold under any representation carrying a direct or indirect suggestion that they are wine, regardless of whether or not an expression indicating the absence of alcohol is used.

In order to harmonize the action of this bureau in the enforcement of the Food and Drugs Act with the position taken by the Bureau of Internal Revenue in the enforcement of prohibition legislation, exception will not be taken to the term "nonalcoholic" when used on beverages containing less than one-half of 1 per cent of alcohol.

Beverages or beverage concentrates prepared from fruit products or synthetic flavors are not properly described by names indicative of alcoholic products or imitations of those products, such, for example, as "non-alcoholic peach cordial" and "nonalcoholic imitation peach cordial."

Of the types of cordials formerly on the market many were of such character that products identical with them except for the absence of alcohol can not be prepared. The expression "nonalcoholic cordial," or an equivalent term, may be used only where the product is identical in all respects except alcohol content with the cordial indicated.

### JOHNSON CO. CONVENTION A SUCCESS

#### Gathering of Salesmen at Boston Hears Many Speeches and Takes Part in Three-Day Round of Luncheons

The recent annual Salesmen's Convention of the H. A. Johnson Co., in Boston is reported having been exceptionally successful. The three-day meeting was marked by a luncheon on each day and by many speeches and discussions, as well as several motion pictures of candy manufacturing shown through the courtesy of the Walter M. Lowney Co.

Among those who addressed the gatherings were: E. C. Johnson, A. L. Griffin, C. L. Delaite, G. T. Pearson, J. W. Wishart, A. D. Ordway, W. R. McLees, S. S. Atwood, T. G. Gleason and O. M. Boner.

On the first day of the convention Admiral Kimball was the guest of honor at the luncheon, which was held at the Boston Yacht Club; while on the second day the meal was turned over entirely to the salesmen for a free discussion. The final luncheon was a joint affair given by the Sales Managers' Club and the Boston Executives' Club, with Louis K. Liggett, Henry S. Dennison and Fred I. Brown as the principal speakers.

It was agreed by those who attended the convention that it was the most successful that the firm has held. Coming at this time, it was one of the most important, because of changing conditions.

## News Notes of the Trade

### California

Oakland—Robert J. Dryden and Joseph W. Humphrey, of the Dryden-Humphrey Co., have transferred their interests to the Dryden Corporation. This concern is the maker of Kream Ice Cream and is making preparations to enlarge its plant and engage in business throughout the Greater City.

San Francisco—The Vitt & Zink Candy Co. has opened a factory. The proprietors are H. M. Vitt, J. W. Vitt, E. B. Zink and H. L. Zink.

San Luis Obispo—Plans have been completed for the proposed cork factory at Atascadero. The first building will cost nearly \$100,000. It is hoped that this business will become one of the largest in the town, furnishing employment for many persons.

Stockton—Stockton has been selected as the next convention city of the California and Southern Ice Cream Manufacturers' Association.

### Colorado

Pueblo—Tommy Mathews and Billy Allen have opened a handsomely appointed soft drink parlor, cigar stand and luncheonette, at 125 West Fourth street.

### Connecticut

Manchester—The Manchester Dairy Ice Cream Company has bought property adjoining its present factory site, in Summit street, on which it is intended to erect additions to its present manufacturing buildings.

New Haven—The New Haven Dairy Company has filed a certificate of issue of additional capital stock in the form of a 100 per cent stock dividend. The company has been prosperous and has extended ice cream branches to New London, Waterbury, New Britain and Meriden.

Hartford—At the annual meeting of the Abell Candy Company authorization was given to increase the capitalization from its present \$25,000 to \$100,000. There were no changes in the officers, who still remain: E. J. Abell, president; J. J. McKone, treasurer, and C. Cooley, secretary.

### Georgia

Dublin—Work of installing a modern cork insulation refrigerating room has begun in the plant of the Geeslin Ice Cream Company. This concern started to equip its plant nearly a year ago, but has not completed an ice cream manufacturing outfit yet. However, it is expected to be in shape for the spring trade.

### Idaho

Boise.—Retail butter merchants will have to label storage butter with the date of storage, if the bill introduced in the house recently becomes a law. Ice cream dealers are also in for legal attention, for a bill is aimed to prevent them from packing ice cream in unsalted cans. This also applies to all milk products so packed.

### Illinois

Chicago—In a recent investigation by the council's high cost of living committee of a charge that a certain candy gained fifteen cents a pound in price between Clark street and Wabash avenue, C. N. Johnson, head of the corporation bearing his name, told the committee that the filling of commercial chocolates is fifteen per cent corn syrup and eighty-five per cent sugar. He declared the candy, the prices of which were under investigation, to be of two grades.

Charles W. Smith, has decided that he has earned a permanent license to fish for the rest of his days if he so desires, and has announced his retirement from active service with Rueckheim Bros. & Eckstein after over 28 years in calling upon the trade in Wisconsin, Illinois and Iowa. His place in the Cracker Jack and Angelus Marshmallow sales staff will be taken by his son, Kenneth L.

Smith who has been acting as assistant for his father during recent years.

### Indiana

Evansville—The Haw Creek Creamery of McLeansboro is building an addition to the plant for the purpose of manufacturing ice cream.

### Iowa

Cedar Rapids—Bids for the construction of the new Hutchinson Ice Cream plant have been opened, but because of the absence of Mr. Hutchinson, the contract was not let. The specifications call for a structure 80 by 80 feet of two stories and a basement. The building will have one of the largest elevators in the city.

### Kansas

Topeka—An ice cream manufacturer of Osawatomie has been fined \$25 on pleading guilty to the charge of having adulterated ice cream by using coconut oil instead of butter fat in its manufacture.

### Kentucky

Lexington—The Coca-Cola Bottling Co. will soon call for bids for the erection of its proposed new one and two-story beverage bottling plant to cost about \$60,000.

### Maine

Bar Harbor—Lullis Boier, a dealer in fruit and ice cream, has recently been married to Mrs. Luchim, of Ellsworth, who conducts a similar business there.

### Maryland

Baltimore—At a meeting of the Manufacturing Confectioners of Baltimore City, held recently, all of the old officers were re-elected, as follows: President, Harry R. Jones; vice-president, Albert C. Pracht; secretary and treasurer, G. H. Uhlenberg; executive committees, Jerome F. Blome, James A. Clark, Louis A. Dockman, W. H. Pouder and Henry Trautz.

### Massachusetts

Boston—At the annual meeting of Walter Baker & Company, Limited, the following board of directors was elected: H. C. Gallagher, Nathaniel H. Stone, William L. Putnam, Ellerton P. Whitney, Rodolphe L. Agassiz, Robert F. Herrick, Thomas N. Perkins, and W. Cameron Forbes. For treasurer, Henry D. Love succeeds Herbert L. Dabney, deceased. William B. Thurber was elected clerk. At a subsequent meeting of the directors, H. C. Gallagher was re-elected president; Nathaniel H. Stone, vice-president, and William B. Thurber, second vice-president.

It is considered probable that there will be a reduction in the wholesale price of ice the coming summer. Reports received at the offices of the large ice cream companies indicate that the harvest this winter will be fully up to the standard of other years, the recent cold resulting in ice at least a foot thick, and much heavier in many places. The cost of harvesting will not be so great this year, it is said, owing to the unusual absence of snow.

Boston druggists and soda fountain men were gratified to learn that the price of milk for February has been reduced to 15¢ cents, this being one and a half cents a quart lower than the price paid up to January 1, since which time there have been three fractional reductions.

Many persons attended the wedding of Charles Francis Eaton, youngest son of the late Charles S. Eaton, owner of Thompson's Spa, to Miss Ethel Melba Mesereau of West Somerville. The ceremony was at the home of the groom's brother, who also acted as best man. The young couple left for the Pacific Coast where the groom has business interests which will require three months' attention.

Savine Salerno, Peter Salerno and John Muzzolo, three officers of the Victory Soda Company, doing business in East Boston, were in court recently charged with adulterating orangeade tonic offered for sale. The men were found guilty and fines aggregating \$80 were imposed.

Harry B. Cohen, doing business as the Revere Confectionery Company, has filed a petition in bankruptcy. His liabilities amount to \$2,337.20; no assets.

**Marlboro**—The Milford Ice Cream Company has leased the store here now occupied by C. G. Greenwood.

**Worcester**—The Neapolitan Ice Cream Company of Boston has fifty men at present engaged in cutting ice at Hockmock Pond.

**New Bedford**—Simon Beserosky has purchased the real estate and personal property of the Tip Top Ice Cream Company. The real estate, together with the ice cream and cold storage plants, went for \$22,100, while the rest of the property, consisting of complete equipment and three delivery trucks, was sold for \$5,000.

**Springfield**—Tait Bros. will make improvements costing \$1,200 in the building recently bought by them for use as an ice cream depot.

**Lawrence**—A new concern, capitalized at \$150,000 has taken charge of the Cold Spring Brewery works at South Lawrence, and has received a charter to manufacture beverages and ices. Operation will probably begin about March 1. Alfred Beck is head of the new corporation, and will have Louis Mathes, Jr., as vice-president, James A. Donovan as clerk, Gustav Pilch as treasurer, and John Rathgeb as brewmaster. The directors are to be William Keller, Atwood C. Delano, Dewey Abell, and Emil M. Teichert.

### Missouri

**Kansas City**—Construction of the immense syrup plant of the Corn Products Refining Company, which is being erected in North Kansas City at an initial cost of from \$7,500,000 to \$8,000,000, is now well under way. The plant will spread over seventy-five acres and will take two years to build. The company has already laid seven and one-half miles of railroad track on its property.

### Montana

**Billings**—Gus Andrews plans to engage in the confectionery business.

### New Hampshire

**Concord**—The Treisman Brothers and Diversi Company, which manufacture the Eatwell brand of candies, recently held its annual meeting, at which a dividend of ten per cent was declared.

### New Jersey

**Atlantic City**—At the recent meeting of the National Cannery Association, Harry P. Strasbaugh was elected president; James Moore, of Rochester, N. Y., was elected first vice-president; and Frank E. Gorrell, Washington, D. C., secretary-treasurer. The office of second vice-president was created and it will later be filled. The following new directors were elected: W. E. Elwell, Portland, Me.; Albert Horner, Honolulu, Hawaii; L. E. Jastremski, Houma, La.; James Moore, Rochester, N. Y.; G. A. Eastwood, Chicago, Ill.; Richard Stringham, Woods Cross, Utah; Ralph Polk, Mount City, Ill.; John M. Swing, Ridgely, Md.; B. F. Moomaw, Roanoke, Va.; E. F. Trego, Hoopeston, Ill.; Bismark Houssels, San Francisco, Cal.; Fred Kendall, Portland, Ore.; Luscius E. Hires, Salem, N. J.; Russell B. Kingman, Orange, N. J.

**Pateron**—Damage amounting to \$2,000 was done by fire recently at the store of F. W. Blindhammer, a confectionery manufacturer. The fire started in the candy kitchen, and spread rapidly to the second floor. The origin of the fire is unknown.

**Jersey City**—Charles Munch has been appointed temporary receiver of the business of William L. Logemann, following an injunction restraining the latter from continuing his candy and ice cream business. The complainant is Mrs. Johanna Hoffman, who makes a number of charges, including non-payment of rent.

**Newark**—Samuel W. Newman who was superintendent of the Jacob Haussling soda fountain plant for ten years, has opened a business of his own as a dealer in soft drinks.

The L. B. Candy Co. has filed notice of organization

to operate a wholesale candy business. David Kirstein heads the company.

The Puritan Ice Cream Co., has had plans prepared for extensions and improvements in its five-story factory to cost about \$15,000. George W. Wiedenmayer is president

### New York

**New York City**—Souchard, of Neuchatel, Switzerland, has granted the Horace L. Day Company the exclusive importing and manufacturing franchise for Souchard chocolate in the United States. The formulas of the Swiss manufacturer have been placed in the hands of the Day Company, and experts have been sent here to take charge of the manufacture of Souchard products in this country. The Day Company recently reincorporated with a capital stock of \$500,000.

The California Almond Growers Exchange has opened an eastern office here. This is to be strictly a sales unit, the policies of which will be determined by the home office in San Francisco.

Plans for an advertising campaign which will increase the consumption of tea throughout the country were announced at the 33rd annual convention here of the Tea Association of the United States. The organization has been considering a co-operative campaign for some time. R. L. Hecht, of the promotion council, is now in the Orient, arranging for the financial support of the tea producing countries. He has cabled that Java has already agreed to contribute, and that China, Japan, India and Ceylon are expected to follow suit.

Elliott's Pharmacy, in the financial district, has just installed a new 20 foot, white Vitreous Knight fountain, which was bought through the New York manager, T. Galvin Stagle.

**Norwood**—J. R. La Francois, who has been secretary and treasurer of the St. Lawrence Ice Cream Company since its organization, has purchased S. L. Meda's interest and will continue the business as usual. The concern has increased its output 300 per cent in the last two years.

**Endicott**—Stanley Hazleton has leased the soda fountain with all its equipment at the Tiffany Drug Store, and, running the business independently of the store, will resume the serving of sodas, which ceased with the arrival of cold weather. Mr. Hazleton, who formerly conducted the soda department of the Liggett Drug Store in Birmingham, will enlarge the equipment and make his service strictly sanitary.

**Syracuse**—The high school girls' clubs and many members of the Y. W. C. A. are passing up the delights of candy and ice cream these days, as they have pledged themselves to turn over \$185 for the Hoover fund. The money is to be raised by a sacrifice of pleasures.

**Cloversville**—A charter has just been issued to the Abdella Ice Cream Company which will begin operations with a capital of \$5,000. The concern is incorporated for \$35,000, the stock shares to sell at \$25 each. The directors for the first year are G. M. K. and H. I. Abdella, and S. M. and L. Simon. The new concern will probably install its plant at the store now occupied by the J. & M. Electric Company. The factory will be ready to run some time in May and will have a daily output of 700 gallons.

**Buffalo**—The L. R. Steel Company is reported to have acquired the three Mary Lincoln Candy Shops in this city, together with the Mary Lincoln factory and store at Erie, Pa.

**Hornell**—A sale has been arranged by Roland Schwarzenbach of his two story brick business block to the June Creamery Company, which will start an ice cream factory there. The interior of the building will be torn out and new machinery installed.

## Ohio

Cincinnati—The local internal revenue collector's office has promulgated a rule for determining when ice cream is not a food and so subject to the Federal war tax. "Ice cream is not a food and is subject to taxation if there is a soda fountain in the room. If the fountain is absent, the ice cream is to be deemed a food and exempt from the tax." The rule, thus announced by a deputy collector was declared by an attorney to be based probably on the same legal principle as one laid down by a Tennessee magistrate, who declared that "any person caught within ten feet of a crap game, without a solid wall between, will be conclusively presumed to be in it."

Portsmouth—The Mary Louise Candy Company proposes to manufacture ice cream on a large scale, beginning this spring. The equipment is now being purchased by R. Lewis, the proprietor. John Doherty will be associated in the business.

The Ice Cream and Bottling Company has increased its capital stock from \$25,000 to \$50,000 and, has taken over the ice plant of the Stockham Company, which it will use to increase its output. J. M. Stockham is president of the Ice Cream and Bottling Company, Jonathan Tener is vice-president, J. Tener-general manager, and Russell Stockham, treasurer.

## Oklahoma

Oklahoma City—The Jackman Candy Company has about completed its three story and basement factory building at Sixth street and the Santa Fe railroad. The new structure is fireproof and affords about 22,400 square feet of floor space.

## Oregon

Medford—A candy factory is to be opened by B. F. Mershaw, Roy Mershaw and George Beene.

## Pennsylvania

Philadelphia—The Edwin Burhorn Company of New York is building an additional plant for the Colonial Ice Cream Company, the structure to cost \$6,000.

Hazleton—Weber Brothers, who conduct a retail confectionery store, are installing an ice cream plant for manufacturing the ice cream which they will use at their soda fountain during the coming summer.

Waynesboro—A new industry will open in Frederick in the near future, when the Nicodemus Ice Cream Company opens its factory on April 1. The plant is at present under construction, and would have been ready sooner, but for the cold weather.

Johnstown—The Gallagher Ice Cream Company will take bids at an early date for the erection of a new three-story and basement plant, to cost about \$150,000 with machinery. Louis Gallagher is general manager.

Cresson—The Penn Cresson Ice Cream Company is planning for the early occupancy of its new two-story plant now nearing completion. The factory is estimated to cost about \$35,000.

Reading—William H. Luden, manufacturer of confectionery, has resumed operations on a full time schedule at his plant, with complete working force in all departments. The plant recently has been running on part time. Employment is being given to about 800 persons.

## South Dakota

Mitchell—Angel Dionas and Christ Tremis will soon open a modern confectionery and soda shop. The fixtures and fountain will cost \$15,000, and the order has been secured by the Jaeger Manufacturing Co., of Des Moines, Iowa, who are agents for the Combination Fountain Co., of Decatur.

## Tennessee

Nashville—John Decker & Son, who for several years have operated an ice cream and soda shop, have discontinued the store in order to devote more time to their manufacturing plant. In addition to the retail trade, the firm will now manufacture candy and ice cream wholesale.

George Decker, of John Decker & Son, attended the Tennessee Ice Cream Manufacturers' Association convention at Knoxville. The entire association went on record as opposed to the bill to prohibit the sale of ice cream and candies on Sunday.

Chattanooga—The United Retail Stores Company is contemplating opening a combined retail candy store and soda fountain. A lease on a large store has been obtained for a period of several years, and extensive alterations will be made in time for the concern to move in on July 1.

Knoxville—The Mono Service Cream Company has construction under way on an addition to its ice cream manufacturing plant for increased production.

## Texas

Orange—The Milk Products Company, with W. C. Ross, formerly of Port Arthur, as local proprietor, has made arrangements to establish an ice cream factory. There will be a total investment of about \$10,000 in the new enterprise.

## Utah

Ogden—Three youthful bandits, one of whom was armed, recently attempted to hold up George F. Cave in his drug store. With his soda fountain serving as a breastworks, and with fountain glassware taking the place of hand grenades, the druggist resisted the trio and came out victorious. Frightened by the noise of the breaking glassware and unnerved by the sudden barrage of syrup bowls they fled without securing anything.

## Vermont

Burlington—The marriage has been celebrated of Miss Lillian Nantel and Floyd A. Myrick, who is connected with the Ledit Ice Cream Company. After a honeymoon in New York Mr. Myrick will return to the firm.

St. Albans—The annual meeting of the Vermont Milk Chocolate Company is being held in Burlington. The concern has been practically shut down for some time, but is looking forward to a possible opening in March. A cut in wages has been made in all departments of the business.

## Virginia

Roanoke—The Roanoke Coca-Cola Bottling Works, Inc., is considering extensions and improvements in its plant on Center street, to cost about \$16,000. D. A. Whitesell is president.

Richmond—The Purity Ice Cream Company has perfected plans for the erection of a new one-story building.

## Washington

Seattle—A bill of fare in the form of a twenty-four page booklet has been issued for the use of his patrons by Charles J. E. Blanc, restaurateur. The novel menu (no pun intended) is provided with a thumb index, so that the headings under which the various items of the bill are grouped may be readily turned to. As an additional convenience, under the name of each dish a concise explanation of the dish and its garnishment is given. In a preface headed "Where Epicurians Meet," Caterer Blanc sets out his philosophy on the art of eating.

## Wisconsin

Mellen—Frank Zucca will open a confectionery business here.

## Obituaries



JOHN M. RAU

is keenly felt by Rueckheim Bros. & Eckstein, as well as by the host of friends he had made in the ten years he has been connected with that organization.

**Lindley J. Foss**, president of the L. J. Foss Company, confectioners of Cambridge, Mass., died suddenly in New York at his room in a hotel. He had gone to New York to visit his son, Albion S. Foss. Mr. Foss was born in Maine 52 years ago, but spent the greater part of his life in Cambridge, and for the past 25 years had been in the candy manufacturing business, being widely known throughout New England. He was a member of the Cambridge Board of Trade, and the Union Club of Cambridge. Mr. Foss had been a sufferer from heart trouble for many years, and his death was due to that disease. He is survived by the widow, three sons and a daughter.

**Antonio De Barbieri**, proprietor of several confectionery and ice cream stores at Thompsonville, Conn., died recently at the Chapin Memorial Hospital at Springfield, Mass. Death was from an attack of appendicitis, with which Mr. De Barbieri was stricken about two weeks previous. Mr. Barbieri, who was in his 45th year was a native of Genoa, Italy, but came to this country at an early age. He is survived by his mother, two daughters, three brothers and two sisters, all living in the United States.

**Frederick T. Rueter**, a director of the Charter Chocolate Company of Boston, and for many years vice-president and treasurer of Rueter & Co., brewers, died a few days ago at his home in Brighton.

### PROHIBIT DYE IN FRUIT LIQUIDS

Prof. E. J. Lea, director of the California State Bureau of Drugs, has prepared a bill that will be introduced in the Legislature compelling a cessation of the use of coloring dyes in "foods" that carry the name of fruits. The measure will prevent the coloring of liquids that are sold to the public as having been made from oranges, berries, apples, grapes and so on. "We are determined," says Prof. Lea, "that if the manufacturers shall use fruit names, they shall not utilize dyes to give their product the appearance of our horticultural products."

### RUECKHEIM-ECKSTEIN PRICES DROP

Following the example set by the price decline in other markets, Rueckheim Bros. & Eckstein have declared a drop in the cost to jobbers of their Crackerjack and Angelus Marshmallow brands. The marshmallows were reduced in price some time ago, but a second decline has come, affecting this time both of the confections.

## Business Record

### INCORPORATIONS

Louisville, Ky.—Wee-Mac Candy Co., capital \$20,000; incorporators, H. D. McInter, W. F. Wilhaus, W. H. Zeiser.

Minneapolis, Minn.—O. M. Evans Co., manufacturing capital \$50,000; incorporators, Oliver M. Evans, and others.

Nashville, Tenn.—The Greer and Baxter Candy Corporation has filed an application for a charter in the office of the county clerk this morning, capital \$50,000; incorporators, Meriwether L. Baxter, O. Audley Green, Lillian B. Greer, Elizabeth Y. Baxter, and Elizabeth Sterry.

Anderson, Ind.—Rodecap Candy Co., capital \$15,000; incorporators, Ora W. Rodecap, C. Ray Ridecap, and H. W. Bogan.

Evansville, Ind.—W. H. Rothbert Tobacco Co., tobacco and confectionery; capital \$50,000; incorporators, W. H. Rothbert, C. A. Kinerman, and A. J. Goldhauser.

New Vienna, Ia.—Henry T. Schaetale has opened a soda and confectionery business.

Steubenville, Ohio.—The Jefferson Candy Manufacturing Co., capital \$25,000; incorporators, J. N. Peters, A. K. Papulias, G. Panagos, A. Peters.

Chilton, Wis.—Calumet Sales Corporation, bottlers, and manufacturing soft drink and confectionery, capital \$50,000; incorporators, John N. Landgraf, Edward Landgraf, and Arno J. Schaefer.

Ladysmith, Wis.—H. T. Blanchard will open an ice cream factory here.

Detroit, Mich.—The Hedge's Orange-Ale Co.; capital \$200,000; incorporators, Hugh S. Nesbitt, Peter D. Tibbitts and Samuel Hedge.

New York City.—California Soda Fountain Supply Co., capital \$50,000; incorporators, A. H. Houtman, P. V. Martin, A. Lee.

New York City.—United Orange Drink Corp., soda and fountain drinks, capital \$25,000; incorporators, J. G. and E. Abramson, and M. Freed.

San Francisco, Cal.—Acme Ice Cream Company, capital \$1,000,000; incorporators, B. M. Gunn, J. C. Hughes, E. O. Lindblom, J. R. Brandon and C. C. Swanberg. The principals are already engaged in the manufacture of soft drinks on a large scale.

Seattle, Wash.—Seattle Ice Cream Company, capital \$150,000; incorporators, J. E. Fansler, A. M. Fansler and F. V. Fisher.

Portland, Me.—The Forest City Candy Co., capital \$10,000; incorporators, Samuel Bernson, Israel Bernson and Joseph Shur.

Bridgeport, Conn.—Metropolitan Soft Drink Distributing Co., capital \$5,000; incorporators, H. S. Rand, Nathan Schefflin and John Schneider.

Chicago, Ill.—Fred W. Amend Co., capital \$25,000; incorporators, Fred W. Amend, A. V. Horsman and Edward L. Polkow. Will manufacture confectionery.

Lynn, Mass.—Oxford Chocolate Co., capital \$12,000; incorporators, Henry E. Fleming, M. W. Chase and H. C. Fleming. To deal in candy, ice cream, etc.

Cloversville, N. Y.—Abdella Ice Cream Company, capital \$35,000; incorporators, George Abdella, M. K. Abdella, H. I. Abdella, Solomon Simon and Louis Simon.

### STORE CHANGES

Elsie, Mich.—John Lamochi, confectionery, has sold out to Melvin Morden.

Grand Rapids, Minn.—L. A. Kimball has bought the confectionery business of James Bardan.



Strathcoma, Minn.—George Koland, confectionery and soda, has sold out to Louis Stone.

Two Harbors, Minn.—L. D. Rose, confectionery, has sold out to B. Crystal.

Casco, Wis.—Ed. Purlot will engage in the confectionery and ice cream business, succeeding J. J. Weisner.

Clarksville, Tenn.—Agreements have been closed whereby Sam and George Sardis, owners of the Purity Candy Kitchen, and Nick Narpp owner of a Third street restaurant, become owners of the stock and all equipment, except rolling stock, of the Dixie Fruit Company, and five-year lessors of the building owned by Joe Goldberg.

Decorah, Ia.—Arthur Laudel has sold an interest in his confectionery business to Arne Sorlein.

Greenville, Mich.—Peter L. Johnson has opened a confectionery soft drink and cigar store.

Topeka, Kan.—A change has been made in the ownership of the Topeka Candy Kitchen. George T. and Thomas T. Reklites, who have been interested in the business, have assumed the entire ownership. The two Paraskeos brothers and two Konomos brothers, other members of the firm, are retiring to give their attention to other business.

Whitestone, N. Y.—The ice cream and confectionery business formerly conducted by Martin Alpers has been bought by Eckhoff & Connolly.

Los Angeles, Cal.—The Divinity Candy Company, has applied for permission to change its name to the A. A. Krafts Company.

Berkeley, Cal.—Pex, Inc., which operates two large confectionery stores, is planning to enlarge its business and permission has been secured to sell stock and to issue certain shares to Vernon Porter Peck in exchange for the business operated by him.

Oakland, Cal.—Leo Schwarz has disposed of his confectionery business to Knud and Clara Jorgensen.

Long Beach, Cal.—Mrs. M. A. Ellison has purchased the Park Confectionery from M. H. Rockwell.

Long Beach, Cal.—Frank N. Lee has purchased the Nimble Nickel Sweet Shop from Ily Goodwin.

Los Angeles, Cal.—J. M. Amphlett has taken over the confectionery business formerly conducted by Hazel Krueger.

Los Angeles, Cal.—H. C. Thompson and Clayton A. Thompson have disposed of Thompson's Confectionery Store to A. L. Eicher.

Los Angeles, Cal.—S. Burns is the new owner of Lee's Confectionery, having succeeded Edward H. Gill.

San Francisco, Cal.—Elizabeth T. Norton has purchased the Golden State Candy Store.

National City, Cal.—"Dad's Sweet Shop" has been purchased by R. B. Stearns from A. M. Mathews.

Oakland, Cal.—Mrs. C. L. Blum has acquired the ownership of the Chimes Candy Store.

### INCREASED CAPITALIZATION

Portsmouth, Ohio.—The Ice Cream and Bottling Company, capital increased from \$25,000 to \$50,000.

Cleveland, Ohio.—The Shoot Chocolate Co., capital increased from \$50,000 to \$100,000.

Syracuse, N. Y.—The Syracuse Candy Works have filed notice of increase in capital from \$25,000 to \$100,000.

Brooklyn, N. Y.—The Sachter Ice Cream Co., has filed notice of increase in capital from \$10,000 to \$100,000.

Fort Worth, Texas.—The King Candy Company has filed notice of increase in capital from \$150,000 to \$600,000. John P. King is president.

### FIRE LOSSES

Dayton, O.—The plant of the Parsons & Jackson Ice Cream Company, was destroyed by fire. The loss is estimated at \$5,000.

John Zacharadies, at 1179 Dwight street. Estimated loss, Holyoke, Mass.—Fire destroyed the confectionery of \$18,000.

Wilkesbarre, Pa.—The Planters' Nut & Chocolate Co., is planning for the rebuilding of the portion of its plant destroyed by fire, with loss estimated at about \$200,000, including equipment.

New York, N. Y.—Fire, recently destroyed a portion of the machinery and stock at the works of Levy & Monivia, manufacturers of confectionery. An official estimate of the loss has not been made.

Macon, Ga.—Fire has destroyed the factory and warehouse of the Garrison-Cook-Morgan Candy Co. An estimate of loss has not been made.

Springfield, S. C.—The Lime-Cola Bottling Co. is planning for the rebuilding of the portion of its plant recently destroyed by fire with loss estimated at about \$15,000.

### EXPOSITION PLANS GROW

Space for Confectionery and Soda Fountain Show Being Contracted for—Wide Advertising Campaign Now Under Way

The plans for the National Confectionery, Soda Fountain and Accessories Exposition which is to be held in Atlantic City on May 23-28 in connection with the National Confectioners' Association

convention, are now well under way under the guidance of the Expositions Company of America.

The enterprise is now in full swing. The Million Dollar Pier at Atlantic City has been rented, the floor plan decided upon, and prospectus sent out. A considerable number of firms have already contracted for space. The exposition is being advertised extensively, and is a subject of discussion among manufacturers, jobbers, wholesalers and retailers. The trade is beginning to look forward to a reunion of all its elements at Atlantic City next May.



FELIX MENDELSON

Felix Mendelsohn, who is in charge of the show for the Expositions Company, prophesies that the combination of convention and exposition will prove one of the biggest drawing cards in the history of the trade, and that the present undertaking will be the best of its kind ever undertaken, both as to size of attendance and completeness of exhibits. He also points out that during May, Atlantic City is crowded with tourists, vacationists and spring health seekers who will inevitably be drawn to the exposition, with the result that the candy makers will have formed some valuable friendships among the general public.

### BEVERAGE INSPECTION HELD VALID

Judge J. G. Slate, of the Cole County, Me., Circuit Court, has decided, in a suit instituted by several beverage manufacturers of St. Louis, that the law passed by the last Legislature imposing a special tax on the manufacture of soft drinks and establishing the State Beverage Inspection Department, was valid. The law was attacked on the theory that it is a revenue measure and not an act for inspection within the meaning of the law, and in support of their contention the manufacturers showed that the inspection department in addition to paying its own way for the last two years, has turned into the State Treasurer \$33,000.

## Patents and Trade Marks

### PATENTS

**Granted December 28, 1920**

1,363,540—Lillian M. Tolbert, Chicago, Ill. Container for liquids.

**Granted January 4, 1921**

1,364,083—Joseph M. Demerath, assignor to Roblin-Demerath Co., Inc., Rochester, N. Y. Machine for blanching nuts.

1,364,192—Jacob Friedman, New York, N. Y. Process of making soluble chocolate.

1,364,200—Ignazio Todor, New York, N. Y. Cutter and grater.

1,364,221—DeWitt Tower, Spencer, Mass. Jar opener.

1,364,289—David Low and William H. Gavin, assignors to Pratt-Low Preserving Co., Santa Clara, Calif. Fruit cutting and pitting table.

1,364,347—Gabriel A. Bobrick, and Arthur L. Bobrick, Los Angeles, Calif. Liquid dispenser.

1,364,400—Frank Q. Frechberger, Portland, Ore. Automatic popcorn popping and dispensing machine.

1,364,569—James F. McNulty, Los Angeles, Calif. Ice cream dispensing device.

**Granted January 11, 1921**

1,365,129—Alexander F. Thornton, Los Angeles, Calif. assignor of one-half to Robert C. Devereux, Alhambra, Calif. Fruit cutting-machine.

1,365,166—Charles F. Garman, Ventura, Calif. Apricot cutter.

1,365,527—George E. Mittenger, Youngstown, Ohio. Ice can.

**Granted January 18, 1921**

1,365,680—Harry H. Haywood, assignor to The American Paper Goods Co., Kensington, Conn. Dispensing appliance.

1,365,961—John A. Becker, Nampa, Idaho. Egg breaker.

1,366,011—Harry W. Lowe, assignor by mesne assignments to Indiana Canning Machinery Co., Indianapolis, Ind. Pulp- ing machine.

1,366,085—Daniel H. Bowler, East Cleveland, Ohio. Drinking fountain.

1,366,081—Edward L. Kellan, Chicago, Ill. Slow closing mixing faucet.

1,366,169—John E. Davis, assignor of one-half to Charles Elsen, Cincinnati, Ohio. Candy pulling table.

1,366,197—Duffy A. Matot, Chicago, Ill. Beverage cooler.

**Granted January 25, 1921**

1,366,339—Wallace J. Alexander, assignor to the DeLaval Separator Co., New York. Process for the separation of food products from fresh cocoanuts.

1,366,438—Otto F. Wagenhorst, Akron, Ohio. Liquid food container.

1,366,485—Oge Rowead, assignor by mesne assignments to Postum Cereal Co., Inc., Wilmington, Del. Manufacture of solid, soluble beverage extract.

1,366,529—John Frick, assignor to American Automatic Soda Fountain Co., Charlotte, N. C. Liquid dispensing apparatus.

1,366,941—Frederick B. Power, Washington, D. C. and Victor K. Chesnut, Hyattsville, Md. Synthetic apple oil.

1,366,714—Henry Burkett, New York, N. Y. Hygienic can-server.

1,366,829—Henry Schnackenberg, Brooklyn, N. Y. Outfit for producing beverages.

### TRADE-MARKS

**Published December 30, 1920**

121,992—Rieger & Grez Brewing Co., Philadelphia, Pa. Design "Emic." Cereal, non-intoxicating beverage commonly known as near beer, used as a soft drink.

134,130—Lash's Products Co., Chicago, Ill. "AroMate." Maltless beverage sold as a soft drink.

135,683—American Popcorn Co., Sioux City, Iowa. "Silent Iron Salesman." Chewing gum dispensing machines.

137,754—American Chicle Co., New York. Design. "Adams Kiss Me." Chewing gum.

138,108—The Shoot Chocolate Co., Cleveland, Ohio. "N'Every- thing." Chocolate and hard candies.

138,249—Ambrosia Chocolate Cream Co., Chicago, Ill. "Forbidden sweets." Candy.

**Published January 6, 1921**

122,236—Kiewel Brewing Co., Crookston, Minn. "Creams." Beverage containing malt, hops, and cereals, brewed but not fermented, combined with not more than one-half per cent alcohol.

131,009—The Bartels Brewing Co., Edwardsville, Pa. Design. Near beer, etc.

131,704—John C. F. Heiber, Spokane, Wash. Design. "Liquid Fruit." Non-alcoholic, non-intoxicating, non-cereal, maltless beverages sold as soft drink.

136,530—Genevieve Pfeffer, San Jose, Calif. "Splasme." Sweetmeats.

138,306—The Southern Cotton Oil Co., Jersey City and Bayonne, N. J. "Snowdrift." Peanut butter.

138,538—Cardwell & Wagoner, Yakima, Wash. "Far West." Fresh fruit.

**Published January 14, 1921**

122,186—Purity Confectionery Co., Boston, Mass. Design. Chocolate and bon bons and hard candies.

128,726—William B. Rea, New York, N. Y. Design. "Rea." Candy and chewing gum.

131,537—Porto Rico Fruit Exchange, San Juan, Porto Rico. "Sun-nifance." Oranges, grapefruit and pineapples in their natural state.

132,143—Howard P. Miller, Cincinnati, Ohio. Design. "Orchard ale." Non-alcoholic, maltless beverage, sold as soft drink.

132,818—Henry P. Schroeder, St. Louis, Mo. Design with words "Table Queen 'Sbur-Nuff' Hot." Non-intoxicating beverages containing less than one-half of one per cent of alcohol and sold as a soft drink.

136,280—O'Brien & Co., Dublin, Ireland. "Fola." Mineral and aerated waters including ginger beer.

136,628—H. B. Hunter Co., Inc., Norfolk, Va. Design. Syrups to be used in making non-alcoholic, maltless soda fountain beverages.

**Published January 21, 1921**

138,311—Elliott Steinhauser, Watonsville, Calif. Design. Malt beverages containing not more than one-half of one per cent of alcohol sold as soft drinks.

135,347, 135,348 and 135,349—Fiel Bros., Inc., Brooklyn, N. Y. Design. "Kovar." Vanilla flavored, solid maltless beverages commonly known as soft drinks.

137,577—Garcia & Maggini Co., San Francisco, Calif. "Tropic." Dates, raisins and figs.

157,645—Paul A. Sherkjian, Holyoke, Mass. Design. "Golden Eagle brand." Fruit conserve.

138,812—King Candy Co., Fort Worth, Tex. Design. "Cherry crush." Candy.

**Published January 28, 1921**

128,695—Palmer Candy Co., Sioux City, Iowa. Design. Milk chocolate candy.

129,723—Anthony Joseph, Aberdeen, Wash. Design carrying the word "Smil-O." Grape juice, cider and other miscellaneous soft drink beverages.

132,496—Hincley & Schmitt, Chicago, Ill. "Neptune." Ginger ale, root beer, and sarsaparilla.

133,093—Jiffy Dessert Co., Waukegan, Wis. "Jiffy-Juleps." Beverage powders for making non-alcoholic, non-cereal, maltless beverages sold as soft drinks.

137,137—Northern Pickle Co., Tacoma, Wash. "Old Faithful." Apple cider.

137,190—The Succo Co., Inc., New York, N. Y. "Chocolade." Non-alcoholic, non-cereal, maltless syrups and pastes manufactured from cocoa and sugar, etc.

137,298—Colonial Ice Cream Co., Philadelphia, Pa. Design. Ice cream.

137,812—James J. Juno, Baltimore, Md. "O.K." Preparation of malt and hops for making a beverage and a beverage made therefrom.

138,617—Charles E. Whowell, Brooklyn, N. Y. Design. "Mary Frances." Chocolate cocoanut bars.

138,711—Ike K. Friedman, Fort Worth, Tex. "KaTeela." Ice cream and frozen custard.

139,294—A. G. Morse Co., Chicago, Ill. "Nut Bites." Candy.

139,298—D'Orrando & Co., Ltd., Boston, Mass. "Marathon." Chocolate candy.

139,301—Peanut Products Corporation, Tacoma, Wash. "Sunshine Jane." Peanut butter.

139,304—Harry W. Peterson & Co., Palmetto, Fla. Design. Fresh citrus fruits.

139,335—Washington Growers Packing Corp., Vancouver, Wash. Design. "Bestwest." Dried Italian prunes and petites and sugar prunes.

### WELCH FACTORY FOR SPRINGDALE, ARK.

The sale of Welch Grape Juice Company stock to the amount of \$75,000, upon which hung the location of a Welch factory at Springdale, Ark., has been consummated. It is now assured that the factory will be located there. Two men of Springdale took \$5,000 of the stock each, but the rest was sold chiefly in \$100 and \$200 lots.

D. R. Skinner, a grape grower of the Westfield New York grape belt, spent the past week giving the grape growers in this section information as to the culture of the grapes. Mr. Skinner operates a 40-acre vineyard in New York, and has grown grapes for the past 20 years. Experts of the Welch company are expected soon to assist the local growers in putting out their grape roots this spring.

# THE SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK

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VOL. XX

NEW YORK, MARCH 1921

NO. 3



# P O L A R



*Art and the finer points in soda fountain building are combined in this "Polar" apparatus recently installed by the house of Green in "The Beauty Shop" at Scranton, Pennsylvania*

**MECHANICALLY REFRIGERATED**

## STEPPING STONES

OUR illustration shows a type of soda fountain of which our factory is turning out hundreds, season after season. It exemplifies the highest mark of advance made up to this time in soda fountain craftsmanship. It is one of the present-day "stepping stones" on the GREEN-way to still better ideas and practical appliances. Who knows what lies ahead or in the heads of thinkers and planners and expert mechanics in the GREEN organization—

We believe in "stepping stones." Back in the long ago, before we attempted to build soda fountains, we repaired, remodeled and thoroly studied the construction of every known make; we learned and corrected the shortcomings and failures of others, and, when we did commence to manufacture, the trade immediately realized the great advantages that our fountains possessed. And, step by step, upon a firm footing, we advanced. This is the GREEN-way.

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ESTABLISHED EIGHTEEN SEVENTY-FOUR

Broad and Vine Streets  
PHILADELPHIA • PENNSYLVANIA

1874

1921

# THE SODA FOUNTAIN

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## Fountain Prices

The question of soda fountain prices is one of importance at this time. In some localities there have been attacks on the soda fountain men accompanied by demands for lower prices. Sane and sensible fountain men will neither be alarmed or panic stricken by these attacks. Fountain prices will be lowered in compliance with economic laws, the same as prices for all other commodities, and it should be after a study of costs has given assurance of continued profits.

Wages generally have been lowered from the war time standard, and the people have less money to spend at soda fountains. On the other hand, there will be a demand this year for fountain drinks greater than ever before. There are many less of the old time corner saloons open this year than last when the owners were hoping against hope for a favorable decision from the United States Supreme Court. The demand will be for cold drinks during the summer months, and it will be the soda fountains that will meet this demand.

Eventually the unfair and discriminatory soda water tax will be abolished. That will reduce the price of fountain drinks to the consumer. But pending that abolition the wise soda fountain men will first ascertain their costs, figuring in overhead, service and all the other essential items, and then figure on a smaller margin of profit, but a larger gross from increased sales as a result of the reduction in price.

And when a fountain man does make a reduction in his prices he should give the fact the widest publicity possible, to the end that his old customers will be informed and new ones attracted by the reduction. Judicious advertising of lower prices will attract enough extra business to maintain and eventually increase the profits.

## Advertising Ice Cream

The ice cream industry, or any other industry, will welcome men like Karl B. Mory, who in his address before the Wisconsin Association of Ice Cream Manufacturers apologized for giving his

views as a new-comer in the business. He presented some valuable suggestions, and not the least of these was an earnest advocacy of co-operative and educational advertising to create a greater demand for ice cream.

That the idea is a practical one has been demonstrated and is being demonstrated. The California fruit growers do not advertise any special brand of California fruit, they try to create the demand and the producers are confident that when the demand is created they will get the benefit. In a similar way the coffee industry is advertising what they term "the universal drink," and Mr. Mory makes the excellent suggestion that ice cream be advertised as "The National Dish."

During the months of June, July and August last year the ice cream factories of the United States made and sold 59,300,000 gallons of ice cream. That was an increase of 4,700,000 gallons over the production for the same months of the year before. There is no doubt that co-operative advertising would greatly increase the demand, and the benefit from the increased consumption would be all along the line. The beneficiaries would be the man who eats the ice cream, the manufacturer, the ice man, the dairyman, the dealer, and not a single individual would be adversely affected.

## New Grape Syrup Industry

The California grape growers can unhesitatingly endorse the philosophy of the man who said he had found that the things in life which had worried him the most never happened. The owners of the grape vineyards of California did worry when prohibition came, for they saw the utter uselessness of having a vineyard and not being able to make and market wine. Statisticians demonstrated that the loss to the state would run into many millions as a result of prohibition.

Then science got busy to see if some of this great loss could not be salvaged. Experiments were conducted in the laboratories of the University of California, and a great new industry was born to take the place of the wine making. That industry was the manufacture of grape juices, and we present in this issue the first authentic article on this product which is of intense interest to the soda fountain trade. It is by Horatio F. Stoll, editor of the California Grape Grower, who has made a study of the new industry as it has developed.

The prohibition of the manufacture of wines for beverage purposes became effective July 1, 1919. That year 150,000 gallons of grape juice were manufactured. Last year this was increased to nearly a half million gallons, and in 1921 the gallonage

will be very much larger. Not only is there a utilization of the product of the vineyards, but the monetary return for each ton of grapes has been increased.

The new industry is in its infancy, but it is a lusty infant. Many persons, even many persons in the soda fountain trade, have little or no knowledge of these grape syrups, which are a pure product without the addition of dyes, acids or even sugar. It is grape juice with the water eliminated and the sugar retained, has a high food value, and seems destined to become popular both at the soda fountain and in the home.

### Scientific Ice Cream Making

The recognition by the state schools of agriculture of the ice cream industry to the extent that they are adding a special course in ice cream making with lectures and laboratory work will mean much to the trade. With the "rule of thumb" methods of manufacture displaced by scientific methods under the direction of scientifically trained men, there will be insured a better product and that will be followed by larger sales.

More ice cream was consumed in this country in 1920 than ever before, and the output will be increased this year. There is a wider recognition of its value as food, but there is still a chance for the education of the public. The increased consumption of ice cream is due in a large part to the increased soda fountain trade, which promises this year to be larger than ever before.

Prof. H. D. Bander, instructor in dairying and ice cream making at the State School of Agriculture, Cobleskill, N. Y., tells in this issue of the first ice cream course at that institution. Not the least interesting part of the course was the study to determine if there could not be a reduction in the cost per gallon of the manufactured product.

Oregon and some of the other states in the West have had ice cream schools. The plan has the support of the intelligent agricultural interests who realize that scientific ice cream making will increase the demand for that product, and naturally that will broaden the market for the output of the dairy farms. It is a distinct step forward that will benefit both the fountain trade and the farmer.

### Appeal Now to Your Representatives

With a certainty that the tax laws will be written at the special session of Congress which President Harding has announced will be convened in April, there is more than a possibility that the obnoxious and discriminatory soft drinks tax will be abolished. Intended only as a war revenue provision, there is a demand from the consumer as well as the dispenser that the tax be taken from the books.

Reports from Washington indicate that there is a difference of opinion as to whether the revision of the tariff or the rewriting of the tax laws should be the first work in the special session. There will never be a better time to get in touch with your Congressman and Senators and urge that they take up the revision of the tax laws first to the end that this objectionable tax be eliminated.

Representative Nicholas Longworth introduced a tax bill in the closing days of the last Congress which called for the abolition of the soft drink and some of the other taxes. He did not believe that in the few remaining days any action could be taken, but it was introduced as something which would do for a working basis when the next Congress took up in a serious way the rewriting of the tax laws.

That time has come now. In April, Congress will take up the question in a serious way. The fountain interests should demand that their business be put on the same basis as every other in so far as the question of taxation is concerned, and that discrimination against it should be ended. Do not wait for the manufacturer, or the jobber or anyone else in the business to bring this to the attention of the Senators and Congressmen. Make it your business to do that. If you have written to them before, write again. If you have not taken it up with them, write now. A little action and energy on the part of the fountain trade to bring the importance of having this tax repealed to the attention of the national legislators will do more good right now than at any other time. Get busy and let the men in Washington know your views.

When the fountain clerk is standing in the doorway it is a living advertisement that business is not good.

You may catch new trade with new drinks, but the only way you can hold your good trade is with good drinks.

One dispenser says he knows that people are getting accustomed to prohibition for no one has tried to blow the foam off an ice cream soda for several weeks.

If you are delivering ice cream by vehicle, have the wagon or the motor delivery so clean that it will convey the idea that the product is all right, and incidentally have the driver just as clean as the vehicle.

If the new administration in Washington has a desire to popularize itself with the people it should abolish the tax on ice cream sodas and on the ice cream cones.

There is that difference between a smile and a real smile that every soda fountain dispenser should know.

A small table and chairs for the kiddies is always popular, and is a relief to the mothers and the dispenser as well.

In the spring a young man's fancy lightly turns to thoughts of love, while the young woman's fancy yearningly turns to ice cream sodas. Better cater to her fancy.

When a man or woman speaks about the fine quality of the ice cream you serve just ask them if they do not want to take some home. That is building business.



# Development of Grape Syrup Industry

## Juices of Famous California Wine Vineyards Now Made into Soda Specialty by Vacuum Condensing

By HORATIO F. STOLL, Editor of California Grape Grower

WHEN the manufacture of wine for beverage purposes was prohibited in July, 1919, the University of California suggested the manufacture of grape syrup as one of the best means of salvaging a part of the 400,000 tons of wine grapes and table grape culls that heretofore had been handled by the 700 wineries of California. It was also suggested that this would be an excellent way to utilize the wineries.

For months, valuable experiments by Prof. F. T. Bioletti and Prof. W. V. Cruess were carried on in the University laboratories and finally an excellent syrup was produced. A few firms were induced to experiment with the new product and probably 150,000 gallons of grape syrup were produced in the fall of 1919. They included several different types—(1) a syrup of deep violet-red color and rich berry-like flavor made in vacuum pans of standard designs; (2) a syrup, red and white, made by concentrating fresh Muscat or other highly flavored juice by the freezing process, and blending this with a syrup of high sugar content made by the vacuum pan process; (3) red and white syrup made in a proprietary vacuum pan so designed that part of the natural grape flavor was condensed and returned to the syrup. Although certain difficulties were encountered, these were overcome and the product was successfully marketed. Last year the number of firms interested in grape syrup increased, the leading manufacturers being the Asti Grape Products Company, Asti; California Grape Products Company, Ukiah; Colonial Grape Products Company, San Francisco; Golden State Products Company, Kingsburg; Greco Canning Company, San Jose; Rogers and Walsh, Benicia; E. H. Twilight, Wahotoke; J. H. Wheeler, St. Helena; Woodbridge Vineyard Company, Woodbridge; and the Zerillo Packing Company, Healdsburg.

### Half Dozen Brands

It was hoped at the outset that the manufacturers of grape syrup would organize, standardize and distribute their product collectively under a single trade-mark. But this did not prove practical and today there are a half dozen brands on the market—"Caligrapo," "Eureka," "Forbidden Fruit," "Grepo," "Moonmist," and "Vestal."

During 1920, nearly a half million gallons of grape syrup were produced in California and undoubtedly next fall, the output will be materially increased. Dr. Eudo Monte, inventor and patentee of the Monti freezing process of concentrating fruit juices, whose laboratory is located in St. Louis, will come to California again to supervise the production of a large quantity of grape syrup, for he is enthusiastic about the varieties of grapes to be found in California and declares he has produced some new types of syrup that will prove a revelation to the trade. His process is in extensive use in Italy and

*Necessity may be the mother of invention, but Prohibition is the god-father of the grape syrup industry. When the water wagon became our national vehicle the losses to the men who owned the wine vineyards in California were figured in the indefinite millions. Then science came to the rescue in the way that science oft times does. In the laboratories of the University of California after months of experimental research there was produced the grape syrup of commerce. If you have tears to shed for the poor vineyard owners of California, don't shed them. They are getting more for their grapes manufactured into grape syrup than they did when they went into wine. This is the first authentic story of the birth and development of this new industry.*

France and is to be used here by the California Grape Products Company, of Ukiah.

Most of the 1920 grape syrup output was made by the vacuum pan process and was a great improvement on the 1919 product. The manufacturers claim it can be utilized for any purpose for which corn and maple syrups are used, and in addition it can be diluted for beverage purposes, when it closely resembles fresh grape juice.

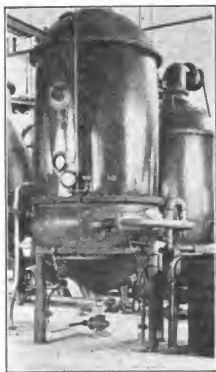
The red syrup has a very rich berry-like flavor and aroma and contains from 65

to 70 per cent sugar. It is totally unlike any other syrup on the market and reminds one of delicious "liquid jelly" made from ripe blackberries. The white syrup is equally distinctive and tastes like honey.

At the Beverage Exposition at Cincinnati recently, I demonstrated these syrups and some 10,000 visitors were

given an opportunity to taste the diluted juice. Every one liked it but occasionally some one remarked that it did not taste like Concord grape juice. And they were right, for we do not grow this variety in commercial quantities in California and hence the flavor is different.

A pure grape syrup is obtained by concentrating four or five gallons of grape juice to one gallon of syrup by the evaporation of the water in a vacuum pan. The larger the quantity of water eliminated, the denser will be the syrup and the higher its



Grape Syrup Vacuum Pan

food value. Two essential considerations enter, therefore, into the production of a high-grade grape syrup. First, the raw material used in the manufacture of the grape syrup; secondly, the perfected equipment used

in the manufacture of the grape juice and later in the concentration of the juice into syrup.

Naturally, the first is the more important, because no matter how perfect is the equipment, it will never produce a high-grade syrup if the juice is inferior. The high quality of the juice depends primarily upon the high quality of grapes used. Without question, the best juice is made from grapes grown in the cool, Northern Counties of Sonoma and Napa, where California's best dry wines—the various clarets and white wines—were made before the advent of prohibition. In these counties the grapes develop less sugar but more fruit acids with which the production of bouquets, flavors and colors is intimately connected. The warmer counties of California, where the sweet wines were formerly made, would at first thought be considered the logical center for producing syrups, because in these localities the grapes develop more sugar and, therefore, considerably less juice is required to produce one gallon of syrup, than in localities where grapes develop less sugar, unless one understands the relation borne by the cooler climates to the development of the quality in grapes. Besides, generally speaking, the vineyards of the cooler climates are planted more on hill-sides and in soils that produce comparatively small crops; and there is an inverse ratio of quality to production, for light-bearing vineyards yield grapes of much higher quality than heavy bearing vineyards.

#### Visit to Wine Vineyards

The other day I visited the plant of the Asti Grape Products Company in the northern end of Sonoma County and was shown the new vacuum pan that has recently been installed. Edmund A. Rossi, the president, drove me about the famous vineyards that formerly belonged to the Italian Swiss Colony at Asti and showed me the great stretches of rolling hillsides where flourish the most famous European wine grapes which were required for the manufacture of Burgundies, Cabernets, Sauternes and Chianti wines. It was at Asti, too, that the Colony manufactured the Golden State Champagne which proved to the world that as good champagne could be made in California as in France, for the same vines that produced the champagne grapes in France grow in Sonoma County. Mr. Rossi pointed out Pinet, Cabernet, Petit Syrah, Barbera, Golden Chasselas, Alicante Bouschet, Chianti and other choice varieties which grow only in California and are not found in the Eastern States. The juice of these choice grapes, mixed with the more generally grown Zinfandel and Carignan purchased from neighboring vineyards, are used in the manufacture of "Moonmist."

The Asti Grape Products Company not only uses the best raw material available in California but has also a decidedly modern equipment for the production of the best juice. The former winery presses are used for the crushing of the grapes. After the flavors and colors are extracted from the skins, the juice is refrigerated by means of two ammonia compressor plants. Thus the juice is kept at a very low temperature to prevent fermentation until such a time as the juice has been sufficiently clarified and is ready for concentration.

"In concentrating juice," said Mr. Rossi, "it is necessary to have an efficient evaporating plant working under high vacuum. The new pan we are now installing at Asti will produce a vacuum of 28 to 29 inches which is as high a vacuum as is being used by any one in California for this purpose. This is made possible by a very expensive type of vacuum pump used in connection with the vacuum pan and a condenser which requires a pumping plant supplying 450 gallons of water per minute for condensing purposes. As the evaporation takes place under a very high vacuum, it permits the elimination of water at a very low temperature, around 110 to 115 degrees F, so that no flavors of the grapes are destroyed, the ruby

color is retained and no caramelized taste or appearance is acquired by the syrup as sometimes happens when evaporation takes place in low vacuum points."

#### Grape Syrup a Pure Product

Grape syrup is a pure product with no additions—no dyes are used, no acids, not even sugar. The sweetness of the syrup is the sweetness of the grape sugar which is concentrated merely by the removal of water from the grape juice. This is a point which soda fountain people should know, for they are accustomed to consider fruit syrup as a product made by a solution of cane sugar and water to which fruit or fruit juices are added. Because of the high concentration, one gallon of grape syrup will contain not only the sugar of four or five gallons of grape juice but also all the other ingredients from this amount of grape juice, so that those who use it get a product of high food value.



*Typical Foot Hill Vineyard in California*

Prof. C. L. Alsberg, of the Department of Chemistry, U. S. Department of Agriculture, emphasized this point in a recent talk to the bottlers of soft drinks when he urged them to use more fruit juices or concentrates in their formulae because their appeal to the consuming public would be greater if it could be shown that their products could be used not so much as a luxury in extending hospitality perhaps to the occasional guest, but rather as an article of food worthy of regular consumption in the home for daily diet."



# Ice Cream Course at State School

## New York Adds Special Study With Lectures and Practical Laboratory Work To Its Curriculum

By H. D. BAUDER

Instructor in Dairying and Ice Cream Making, State School of Agriculture, Cobleskill, N. Y.

**T**HIS year a course in ice-cream making was given for the first time at the State School of Agriculture at Cobleskill, N. Y. It was held during the regular period for the winter short course, just ended, but as a distinct course.

The instruction was designed to give the student the fundamental training and practice which he could put to practical use after he had finished the work. The ice-cream work included mixtures, freezing, packing, judging, storage and marketing and the principles which underlie all these practices. In addition, the course included the Babcock test for milk, cream and skimmed milk and the modification for ice-cream; the care and handling of milk and cream; the separation of milk and principles and practices involved in separation; also the principles and practices of soft cheese making.

There were two recitations and three laboratory periods each week devoted to ice-cream making with an extra laboratory period during the last half of the course. The other work was so arranged that the entire time of the student was taken during the week.

### Practical Laboratory Work

The laboratory periods were practical. Definite data was kept for each period, and many different formulas were used to give the student practice and definite results for guidance in the future. The per cent of fat in ice-cream was regulated and checked by actual tests of the finished product. The temperature of mix and age of mix were also given careful consideration and trial. Different fillers and binders were used as well as many of the commercially advertised ice-cream powders, and the results of each noted.

Careful consideration was given the subject of solids fat and solids not fat in the ice-cream and their relation to each other and effect on body and texture of finished ice cream. The methods of holding the frozen ice cream were compared as well as the percentage of swell from different methods of freezing and preparation of the mix.

At least one kind of cream, and in some instances several kinds, were made under each group and sub-division of the classification of ice cream. The student had an opportunity to see the effects of slight differences in mixtures and the final effect in the frozen cream. Each student handed in a special recipe which he made up later in the course, keeping accurate data so that the class might have the benefit.

### Trip to Commercial Plants

During the latter part of the course, a trip was arranged to inspect two commercial ice cream plants and a milk plant and condensing plant. This was instructive and gave the students many subjects for discussion and comparison on their return. The trip was taken under the supervision of the instructor, who required the students to take notes and write up the various points outlined for each plant.

Following the trip, and as a final grouping of the whole subject, two practical problems were given:—the first to determine the number of gallons of ice cream necessary to meet actual expenses, in a plant of definite equipment and overhead expenses, for the rush season, and the amount necessary for the so-called "dull season," where

artificial refrigeration was used. All prices were given for materials, but the student was obliged to work out his own commercial mixture and determine results. The second problem was similar to the first, but used tub and can freezer instead of brine, and packed the ice cream in salt and ice instead of using the hardening room as in previous problem.

The costs per gallon of ice cream were carefully checked and correlated with actual practice, and various methods of lessening the cost per gallon were suggested.

### Need for Trained Men

The business of making ice cream has increased, and apparently is bound to increase still more. The results have not been published for the year just past, but there is every reason to believe that the amount produced and money represented will surpass the totals for 1919 which was the banner year. Thus the "rule of thumb" methods are giving way to scientific methods, where careful and experienced, scientifically trained men are needed. The per centum of swell and solids, both solids fat and solids not fat, are factors that must be definitely known in the future, instead of guessing at the amounts.

The demand for ice cream is still affected by the seasons, but if more people understood the food value of ice cream and that the vitamins in milk and cream are not destroyed or injured by the freezing process, the demand would tend to become equalized.

If there is sufficient demand, the school expects to repeat the course next winter.

## CANDY CONCERN IN BANKRUPTCY

Continental Corporation of New York In Friendly Suit to Conserve Interests of Investors—President of Firm Is Named Receiver

An involuntary petition in bankruptcy has been filed against the Continental Candy Corporation of New York City by the Guaranty Trust Company, the Chase National Bank and the First National Bank of Chicago. The candy concern is one of those controlled by Allan A. Ryan who became famous in the Stutz Motor corner on the stock exchange. No statement of assets or liabilities has been made, although it is believed that the assets are enough to cover all indebtedness. It is understood that the suit is a friendly one instituted to conserve the interests of the creditors and investors. This belief is borne out by the fact that Federal Judge John C. Knox has appointed Benjamin Schneewind of Chicago, the president of the bankrupt firm, one of the temporary receivers. The other receiver is Edward A. Potter of New York City.

According to a statement issued from the office of Samuel Untermyer of New York, representing both creditors and stockholders, the financial difficulties of the company are due to inventory losses on sugar stocks, caused by depreciation in sugar values in recent months amounting to \$1,000,000, and to the increased cost of construction of a new factory being erected in Jersey City, which is to be one of the largest candy plants in the country. A plan of reorganization is in process of formulation, and will, it is hoped, be shortly issued.

# Business Revival in Glass Trade

## Prices Are Firm but American Manufacturers, Alarmed at Increasing Imports, Ask Congressional Aid

By M. K. ZIMMERMAN

**D**URING the last quarter of 1920 more or less apathy prevailed in the demand for soda fountain and other items of glassware of general use in the drug trade. Buyers of these lines held the view that inasmuch as other merchandise was on a decline, glassware would surely follow. When the trade visited this market during the January buying season, it was somewhat surprised to learn that the market had not declined, but that some blown-glass items used by the drug trade had even advanced over the late fall market. Little if any buying was done in January.

Since then, however, there has been a reversal of form on the part of the wholesale drug trade glass buyers, and since February they have been anticipating future requirements for drug and soda fountain uses. It is admitted by the glass manufacturers that no decline in the soda fountain glassware market is in sight. There has been no reduction in the wage scale, and none is likely, if at all, until after the next joint wage conference between the glass manufacturers and workers in September.

### Some Bottle Factories Idle

Soda tumblers, ice cream sherberts, straw holders and trays for "spliffs" are firm at former lists. The view was held by some buyers that the price of barrels or packages would decline in January to \$1.50, but packages continue at \$1.75, a market that has prevailed for almost a year. Demand for bottles is showing a slight improvement, although some plants are either idle or working part time.

Within the last few months the importation of all lines of glassware has increased at such a rate that American glass manufacturers have taken the first step to curb receipts at all ports. With this end in view, the American Association of Manufacturers of Flint & Lime Glass, has made an appeal to Congress for protection by the adoption of the following resolution:

"Whereas, the importation of glassware has increased to such alarming proportions, on account of the difference in wages paid between ourselves and manufacturers in foreign countries, and

"Whereas, upon investigation we find this to be very largely due to the fact that our National and some State laws prohibit our giving employment to children, and our foreign competitors are still using child labor and

"Whereas, our labor costs us from seven to ten times more than our foreign competitors pay for similar labor,

"Therefore be it resolved, That we ask our members of Congress, to enable us to compete successfully, to enact a law prohibiting the importation from any country of the product of any workshop where child labor is employed in any part of their mill, mine or workshop, as tariff legislation cannot possibly cover the matter."

### Effect on Child Labor

That part of the resolution which refers to child labor, should Congress take up such a law, will have a decided effect on all other lines of industry, where child labor is employed by foreign manufacturers.

A number of bottle plants are now on the inactive list, and managers announce that operations will not be resumed until there is an improvement in demand. Some bottle plants have large stocks in warehouses, and immedi-

ate shipments are being made from these bins. This method of operation shows that manufacturers prefer to work on orders instead of piling up stocks and anticipating business.

### SUGAR PRICES STABILIZED

#### Indications Are That Refined at 7.75 Will Be Prevailing Price for Some Time—Larger Beet Crop in 1920

Sugar prices have had a wild decline since leaving the peak of last year, but apparently stabilized in the early part of February at 7.50 cents a pound for granulated sugar. After remaining at this level for about two weeks, a sudden drop carried the prices successively to 7.25, 7.15, 7, and 6.85 in one afternoon. From this, however, there was an immediate recovery to 7.50 cents and since then the price has been steady at 7.75 with considerable unreadiness on the part of the refiners to book future business.

A new feature in the situation is the Sugar Refiners Commission, appointed by President Menocal of Cuba. This commission has practical charge of the marketing of the new crop of Cuban sugar and the carry-over from the previous year. It proposes to sell the sugar only on allotment and to act as a price-fixing agency, at least to the extent of establishing the quotation at which it is willing to make sales. Until the policy of this commission has been shown, it is impossible to say whether sugar will rise from its present level or not. It seems reasonable to conclude that there is little likelihood of price recession since the commission has absolutely stopped the distress sale of Cuban sugar which would otherwise have probably brought the price of raw sugar nearly to pre-war levels.

Against the possibility of a future rise, may be placed the large crop of beet sugar in this country which reached for 1920 the high figure of 2,219,000,000 pounds. This together with the Louisiana and Hawaiian cane sugar crops brings the total of American production over 3,000,000,000 pounds, slightly more than 30 per cent of the 1920 consumption. The Cuban crop is large and the attitude of the Commission will probably be to dispose of it at a fair price rather than to attempt monopolistic price fixing. It seems probable that the price of sugar will be stabilized at or slightly above the present figure of 7.75 for the refined.

### INTERESTING TO KNOW

The Aztecs were strictly temperate, living upon a vegetable, meat, milk, and fruit diet. They could run a hundred miles in a day.

Epidemics are so rapidly spread through impure water and impure milk, that two interesting side lines of the soda fountain establishment may be home water stills, and certified, pasteurized milk.

An advertising feature should be made of the purity of all bottled beverages served at the fountain. Keep the public thoroughly reassured concerning the safety of your offerings.

# 5-cent Coffee at Your Soda Fountain

Will Attract Business People Who Will Return During  
Leisure Hours for More Expensive Drinks

By C. L. KETCHAM

**H**OT soda, as well as the fancy drinks both hot and cold, all have their place, especially for the leisure class, but the business men and women, whatever they may wish to drink in their hours of leisure, want hot coffee during business hours.

Any soda fountain man who is not serving it and who doubts that hot coffee is popular during cold weather has only to saunter into the dairy lunchrooms, the self service lunch places, or the chain lunchrooms during the hours of the forenoon, afternoon and early evening. He will find men and women eating not regular meals, but a cup of coffee with perhaps a doughnut, a roll, muffin, toast, or perhaps just the hot coffee. In most of these places coffee can be had for five cents a cup.

Now while there are people perfectly willing to pay ten cents or more for coffee in order to get good coffee, hot coffee and plenty of cream and sugar, it is possible to serve good coffee for five cents a cup and make a profit, or so many lunchrooms would not serve it at that price. What the luncheon can do at a profit the soda fountain can do, particularly as the demand for hot coffee is during those hours when the leisure crowd is not demanding hot soda and the more fancy drinks.

## Cater to Waiting Passengers

Aside from the fact that there are people who always feel the need of hot coffee between meals, there are other people who would gladly go into a warm place and drink coffee with a doughnut or cracker on the side if they thought they could secure both easily and cheaply. People waiting for cars on cold days and nights will go into the soda fountain place to wait. The hot soda fountain is right there doing a rushing business, but not everybody can pay fifteen, twenty or twenty-five cents for refreshment on the way home. The magic sign "Hot Coffee Five Cents a Cup" would draw many to the fountain, and those who can spend ten cents will take the coffee and crackers, or coffee and doughnut. It is a strange trait of human nature that the man or woman who spends money easily on sodas, when he is out dissipating, considers it an extravagance to so indulge when he is merely rushing home from business or is out on some errand during the day.

## Advertise Good, Cheap Coffee

Most people do not look upon the soda fountain as a cheap place. If they want just coffee and crackers they hunt up a cheap lunchroom. But there are more soda fountains than there are lunchrooms in many parts of the city, and the fountain stores are better located so far as corners and street car terminals are concerned. They should get the trade by advertising good, cheap coffee.

Of course hot coffee at five cents a cup may not be as profitable as other items. But aside from the fact that the hot coffee people are not around during the busiest part of the day or evening, if you accustom people to patronizing your soda fountain for hot coffee, they will come to you for the more expensive drinks later in the evening and on holidays when they are out for pleasure.

Coffee is not difficult to make fresh and serve hot. It may be served with hot milk for five cents, or with cream on the side for ten cents. If the fountain man wants to take into consideration one side of human nature, he can

advertise black coffee for less than coffee with sugar and milk. He will not cheapen his soda fountain by selling hot coffee cheaply. Even if the coffee drinkers do crowd the fountain a little when more profitable drinks might be sold, remember that it is the crowd that attracts a crowd. People outside looking into your well-filled store and seeing the crowd around your fountain do not say to themselves "They just want coffee," but "That seems a popular place. I think I'll go in and have some coffee."

## AMERICANS EAT MUCH SUGAR

Figures Show Prohibition Jumps Consumption Per Person From 86 to 92 Pounds a Year in Spite of High Cost of Sweets—Record Expected for 1921

If proof is wanted that alcohol and sugar are closely allied and that a lack of one in the diet causes a craving for the other, there are the figures for sugar consumption in this country for the past seven years to present as conclusive evidence. In 1913 sugar was selling at what would now seem the hilariously low figure of 5½ cents a pound, but in those days of unenlightened indulgence in alcohol, people only used it at the rate of 86 pounds a year per person. In 1920, on the other hand, the rate of consumption per person had risen to 92 pounds, and at a time when the price was soaring to the unheard of price of from 22 to 25 cents a pound. The dietetic expert answers this showing in the figures by the explanation that lack of alcohol has induced a desire for sweets that even the exorbitant prices of the sugar profiteers could not quell.

92 pounds of sugar seems like a healthy order for any one person to put away without a struggle, but when it is considered that the amount is stretched over 365 days, or the rate of about one quarter of a pound a day, the feat assumes possible proportions. Moreover, it is not as if the eater sat down with the family sugar bowl in front of him and spooned the sweet into himself in a do-or-die spirit. The figures include sugar in all its forms, from the two lumps in the coffee at breakfast, through all the ice cream, candy, sodas and cakes that a rampant sweet tooth can put away before bed time. These luxuries, the statistics show, have made the citizens of the United States triple their use of sugar within the last fifty years. Not a small portion of this large amount finds its way into the interior of youth, and the figures might increase even more rapidly if mothers had not learned by sad experience that the safe place for the candy and cake boxes is the highest shelf in the highest cupboard in the pantry. And if one stops to consider the damage that a debutante can inflict on a five pound box of candy between lunch and dinner, it becomes a source of wonder that the sugar supply holds out as well as it does.

The 1920 use of sugar exceeded the consumption for 1919 by about a billion pounds, which would seem to indicate that the prophets had the right idea when they said that prohibition would increase the demand for sweets. This year the costly product of the cane has beaten all the other food-stuffs in the race for the cellar position in price, and it will be interesting to see how many records in sweet eating will be broken during 1921.

## TEN GOOD RULES THAT WILL HELP YOU BUILD SODA FOUNTAIN TRADE

By Frank H. Williams

1. Clean glasses, dishes and silverware. Cloudy glasses, dirty dishes and greasy spoons are a positive menace to the business of any soda fountain.

2. Clean soda dispensers. Notice how the faces of strangers brighten when they come in the store and order some fountain dish and see that the soda dispensers have garments that are spotless.

3. Well lighted store. People always like to eat in places where there is plenty of light. They like to see what they are eating. The better lighted the store is, the more patrons will like it.

4. Music. Nowadays music is all the rage. Everybody appreciates it, thanks to the player pianos and the phonographs and the organs in picture theatres, and wise soda merchants are cashing in on this fact by having phonographs and records for the customers to choose from, or by having player pianos installed in the store.

5. Advertising. The store that succeeds is the store that advertises. This means that it must push its goods by some means or other which will catch and hold attention. Snappy sales talks on menu cards, or similar sentences on the mirrors behind the fountains are two inexpensive, effective ways.

6. New dishes. One of the noticeable things about fountain trade is that people get tired of the old dishes and are always wanting new combinations. The merchant who realizes this fact will give his customers what they want by announcing new dishes from time to time and by making these dishes as novel and as appetizing as possible.

7. Plenty of mirrors. Many persons who patronize soda fountains get a great amount of pleasure out of looking at themselves in the mirrors which are found in most stores. And there's no doubt, too, that many people feel annoyed when they find themselves seated in front of mirrors. So the wise merchant will have plenty of mirrors in his store but will arrange some of his tables so that people may find seats at these tables and not be forced to look into mirrors.

8. Scales for weighing. One of the effective methods of giving added pleasure to customers who visit soda fountains is by placing weighing scales in the sales room on which they can weigh themselves.

9. A friendly atmosphere in the store. Perhaps one of the most effective of all factors in building up a soda fountain business is the right sort of atmosphere in the store. A friendly atmosphere toward customers on the part of dispensers, proprietor, and cashier, makes friends for the store.

10. Good goods. Most important of all the factors in making the soda fountain a success or a failure is the goods that it dispenses. If its sodas are delicious, and if its soft drinks taste just a little better than the average, then it is certain to get the business. But if its sodas taste flat, if its sundaes fail to give customers the desired sensation, then it is pretty sure to lose business no matter whether or not it has all the other nine factors listed here as being aids to business. The things that the fountain sells are the most important things of all in getting and holding business.

Why not examine YOUR business and see whether or not it could be improved?

## NEW GRAPES KEEP WELL

Variety Brought From Europe By Department of Agriculture—Give Fine Demonstration When Grown in California Soil

New varieties of fruit differing from those usually found on the market are always of interest. New varieties of table grapes brought by the United States Department of Agriculture from Europe recently formed the basis of a midwinter demonstration of the keeping qualities of these valuable sorts, new to the American vineyard industry.

The varieties used in this test were introduced by the Department of Agriculture; grown in the vineyards under its direction near Fresno, Oakville, and Colfax, Calif.; packed by its investigators; transported to its experimental cold-storage plant at the Arlington Farm near Washington; and held until midwinter, long after the holiday season, with the result that at least six new varieties of potential commercial value have been demonstrated to possess keeping qualities beyond any hope which the investigators at the department entertained.

While repeated seasonal tests will be necessary fully to determine the value of these varieties under American conditions, the prospect of their proving superior in dessert and keeping quality to the varieties now generally grown appears excellent. In view of the profound changes which the viticultural industry is now undergoing, the lengthening of the consuming season for American-grown table grapes is highly desirable to both producers and consumers. The experiments under way indicate the strong probability that by growing varieties especially adapted to the purpose, and following packing, transportation, and storage methods which have been worked out by the department, our markets can be supplied with American-grown grapes of high quality for at least two months later in the winter than is now the case.

## BAR EX-PATRONS NOT WELCOME

While every one in the soda fountain business is congratulating himself on the fact that prohibition has given the soft drink trade a tremendous boost, there are still some pessimists who can find a fly in every glass of soda water. In this case it is a "bar fly," and, after all, the tale of woe shows that prohibition is not an unmitigated boon for the dispenser.

There is one fountain man who at first began to welcome all former bar patrons who were turning to sodas for relief from a consuming thirst, but now he would prefer that they remained away. The trouble is that the reformed "bar flies" still retain their social habits long indulged at the corner saloon. At about the most crowded part of the day they enter this store, and ordering a glass of soda, proceed to lean their elbows on the counter and indulge in political or business gossip by the half hour.

The proprietor estimates that he would sell twice as much soda but for the presence of the ex-tippers. He wishes either that they would spread themselves over some other counter or else learn soft drink etiquette.

## SPORTING POINT OF VIEW

Johnny liked ice cream, but he drew the line at turning the freezer. One day when his mother returned home she was agreeably surprised to find him working away at the crank as though his life depended on it. "I don't see how you get him to turn the freezer," she said to her husband; "I offered him a dime to do it."

"You didn't go at it in the right way, my dear," replied the husband. "I bet him a nickel he couldn't turn it for half an hour."—*The Argonaut* (San Francisco).

# Advertising the Soda Fountain

Something More Than Good Materials and Service Is Needed  
to Get the Best Out of the Business

By FOSTER HARRIMAN

**M**ERELY to mention the soda fountain once in a while in one's newspaper publicity is not sufficient.

To be sure it is a little better than no mention at all, but not nearly as practical in building up trade as the following methods.

Of course, it goes without saying that the fountain service itself must be prompt and satisfactory, and the supplies the best of their kind. This in itself forms one valuable kind of advertising, for people who come once, will be eager to come again.

But the best type of advertising is that which reaches out after new customers and invites them so cordially that they feel as if a warm and cordial hand-clasp had been extended to them.

One successful fountain man has created departments in his fountain itself, offering a special menu for children, for students, for business people, for shoppers, and for fountain fans. Some of the same items appeared in several lists. This business man also features a luncheonette, so he made a respectable showing under each department list. He had prepared some cards on good card stock, on one side of which he printed his department headings with the menus to be offered under each heading for a certain week. On the other side, he printed a note after this fashion:

## "Get Acquainted" Coupons

Dear Friend:

Possibly you are acquainted with the Fortuna Fountain Service and the Light Luncheon which is always available whenever it suits your convenience to call. If you or your family are not familiar with the good things we are offering, we would be very happy to have you come in and get acquainted.

For this purpose, I am enclosing with this card of invitation, a Get Acquainted Coupon. Present it when you go to pay your bill next time and twenty-five per cent discount will be allowed on your fountain purchase.

We are rather proud of the service which we are offering. We have a high-priced chef and a skilled dispenser in charge of fountain and luncheonette, and every detail is looked after as to the excellence of the supplies, the care and skill with which they are prepared, and the sanitation of the whole service.

Few home are equipped to specialize on foods and drinks as we are. We make a special menu suitable for children who need something nourishing and easy to digest, another menu for students and brain workers, and so on. You will find these on the opposite side, so you will get an idea of what we mean.

Moreover, you can telephone to us and order box lunches put up at any time for a social affair, a motoring trip, a picnic, or a journey. Let us serve you. Our business is growing rapidly and we think that it is because we take an interest in every patron, and strive to give the best every day in the year.

These cards were sent out to a selected mailing list, which was not made up from the telephone book, but was prepared from School Board records of heads of families, rural delivery routes, and lists of town people carefully worked out and verified. Old lists are so apt

to contain dead timber that they carry a needless expense.

This man also sent a similar card of invitation to all the girls and faculty of a nearby boarding school, and kept in touch with the moving men, sending a letter of welcome to all new families coming to town. By this means, business has grown and prospered, and new customers are constantly welcomed in such a manner as to make them repeaters.

## Using Special Days

One soda fountain man lays great emphasis on using all special days, when crowds are in town, to advertise his fountain. On one Fourth of July, he had a rider on a white horse go through the streets blowing a bugle and floating to the breeze a banner bearing on it the invitation in black against a gold background,

"We're Waiting For You At Stuart's Soda Fountain"

Rider and horse were gaily caparisoned with bells and red and yellow tassels. Every once in a while the rider tossed a white envelope into the crowd, and there was a scramble for this, as each envelope contained a fountain ticket good for anywhere from five to fifty cents.

Whenever there is a pageant or a special period like Old Home Week or Armistice Day, the confectioner is on hand with a float which he tries to make different and artistic. He is on the lookout for ideas and usually has something up his sleeve in advance. He uses screen slides, and if there is a band concert or other public meeting going on, he has some stunt ready. Perhaps it is only the giving away of balloons or fans with his name on them, or the distributing of dodgers with the fountain menu on them; but he is advertising all the time and that soda fountain is the best known for miles around. He has worked up a good trade on the side in confectionery and ice cream for home use.

## SCIENTIFIC STUDY OF TEA CULTURE

Announcement is made of an international tea congress and exhibition which is to be held under the auspices of the Netherlands East Indies Government at Bandoeng, Java, from May 6 to 21, 1922, the object of the congress being the study of scientific, economic and technical questions concerning the tea culture and industry. The exhibition is to show how the culture and preparation of tea is conducted in the principal producing countries of the world, and attention will also be given to the sale of teas, means to propagate the same, substitutes, etc. Special prizes for exhibits relating to the culture and preparation of tea will be offered.

## \$500,000 ICE CREAM PLANT

A half-million dollar ice cream plant is to be erected in Baltimore by the Crane Ice Cream Company just as soon as a site is decided upon. It is expected that building operations will be started this spring. The plant, as planned, will be one of the most modern and extensive in the city. The Crane Company recently purchased the William C. Frederick ice cream manufacturing business, and is now operating the plant with A. H. Baumgartner, formerly with Mr. Frederick, in charge.

## SODA FOUNTAIN TAX MAY BE ABOLISHED

There is more than a hope that the tax on soda fountain drinks and ice cream will be abolished. In the closing days of the last session of Congress, Representative Nicholas Longworth introduced a tax revision law which provided for the elimination of this tax. He said at the time that he knew his bill could not be enacted into a law, but it would give the next Congress something definite to work on.

There is certain to be a drastic revision of the present tax laws. Secretary Mellon, of the Treasury Department, is quoted as being in favor of a tax on all sales, which will mean the abolishment of the soda fountain tax. It may take the new Congress a little time to get under way, but there is every indication that the soda fountain dispensers will be relieved from this war taxation, and placed on an even keel, so far as taxation matters are concerned, with other business activities.

## ICE CREAM BILLS IN MANY STATES

### Manufacturers Kept Busy Opposing Attempts to Increase Butter Fat Content—Enlist Support of Food and Health Experts In Some Cases

A wide difference of opinion among health and food authorities as to the proper butter fat content of ice cream is the feature of the present season of legislative activity so far as the ice cream industry is concerned. In two states, Oregon and Minnesota, where attempts are being made to increase by law the fat content of ice cream, authorities on the subject have come out in favor of the lower content; while in Idaho, where a bill to reduce the content was recently introduced, the health authorities were in large measure responsible for its defeat.

At a hearing before the Oregon legislature the ice cream interests were supported in their attempts to combat an increase by Professor Chappell, of the state agricultural college, who advocates a lower fat content as a means to provide a market for skim milk solids. Contentions that skim milk is better than rich milk for ice cream are made by the ice cream manufacturers' organization, in the Minnesota battle. They have the support of the state food and dairy commissioner, S. A. Siebald. Mr. Siebald has declared that the measure would make ice cream a luxury, and not a dainty within the reach of every child, as it now is.

### Kansas Limits Butter Content

Advocates of a lower standard for ice cream have won their case in the Kansas legislature, where a bill limiting the butter fat content has just been passed by the Senate, placing the measure in the hands of the Governor for his signature. The law provides that all ice cream manufactured in Kansas must be limited to 10 per cent butter fat and that the milk and cream used must be pasteurized.

### Want Many Changes in Illinois

Representative Charles H. Francis of Illinois has introduced a bill holding many restrictions for the ice cream manufacturer. It requires a minimum of 10 per cent milk fat and also that pasteurized milk or cream must be used in the manufacture of ice cream and that no preservatives, neutralizing agents, saccharines, renovated or process butter, fats or oil foreign to milk or

other ingredients allowed, can be used. Pasteries and thickening cannot exceed 7 per cent.

Representative Chris Rethmeier has offered an amendment to the pure food laws requiring the cleaning of all milk, cream and ice cream cans before the contents become sour. The bill is aimed at careless dairies and confectioners.

### Ohio Defines Content

Ice cream will have a legal status if the bill introduced into the Ohio House by Representative Watts of Ash-tabula County becomes a law. The bill proposes to define the content of ice cream and would regulate the sale and license the making of that product.

Senator Kryder is also sponsor for a law requiring licenses under which plants would have to be kept in a sanitary condition under penalty of revocation. Ice cream, by the Senate bill, is to contain no less than 12 per cent milk fats, except when eggs, fruit or nuts are added, in which case the minimum of fats called for is 10 per cent.

### Idaho Defeats Reduction Bill

An attempt in Idaho to have the present butter fat standard of 14 per cent reduced to 8 per cent has just been defeated in the house following bitter opposition on the part of the department of public welfare. Charges of a "powerful ice cream lobby" were made. Sponsors for the bill held that the reduction of the butter fat content was made up for by including more of the milk solids that are at present left out of ice cream.

### Ask 8 Per Cent in Texas

Plain ice cream will be required to contain not less than 8 per cent butter fat, and nut and fruit ice cream not less than 6 per cent, under the provisions of the bill before the Texas house. Regulation of ice cream manufacturing is also asked, with a state health officer to make inspections. The Senate is also considering a measure introduced at the request of the state health authorities which would require pasteurization of all cream by manufacturers of more than 25 gallons daily, and an inspection of all plants before the issuance of a permit.

### Urges Sanitary Regulation

Charles D. Howard, State Chemist of New Hampshire, is warmly backing the bill now before the house which provides that persons or corporations handling beverages for the public shall be licensed by the board of health and that licenses should also be required for the manufacture and sale of ice cream and candy and for the retail sale of ice cream over the counter. There is a sliding scale of license prices and provision is made for inspection of sanitary conditions.

### Bill To Fix New Milk Standard

Supported by many women's organizations, the bill now before the Rhode Island legislature to create a new milk standard has a good chance of passing. The new standard would be  $\frac{3}{4}$  per cent butter fats and  $\frac{8}{16}$  per cent solids. The present law calls for  $\frac{2}{3}$  butter fats and  $\frac{9}{16}$  solids. The measure is one in which the ice cream manufacturers of the state are interested although no complaint has been made against the quality of frozen sweets now turned out. Another clause requires that no milk to which water or any other substance has been added shall be sold. This would prevent the use of milk powder, now extensively used.

# Keeping Customers Interested

## Suggestions for Centering Attention on Your Store —Have a "Make Your Own Sundae" Week

By FRANK H. WILLIAMS

**H**AVE you ever noticed how readily the patrons of a soda fountain respond to anything that is new or unusual in the way of fountain dishes?

Have you ever tried to boost some new dish by means of signs pasted on the mirror behind the fountain or lettered upon this mirror and noticed how many people order the dish?

There is a reason for this condition of affairs and in it lies the chance for alert soda fountain proprietors to push their business. Let us first consider the psychology of the soda fountain patron and then see what can be done to get more business by catering to his desires and whims. The average person goes to the fountain with his mind only half made up. He knows that he wants something, either a drink or a sundae. First he consults the menu, and looks at the things others are eating. The slightest thing will change his mind, and he is always on the lookout for something new. Every now and then he says that he is tired of the same old dishes.

So why not do something to stir up interest in the fountain and give the patrons something to think about and talk about? For instance the store could announce a special "Frame Your Own Sundae Week," this announcement being made on cards placed in the store's show windows, in its regular newspaper advertising and on the fountain mirror. The announcement in the newspapers and on the window cards might go into details about as follows:

"We are going to have a special week at our fountain during which all patrons will be allowed to order sundaes made up to suit their own tastes. For instance, if you think you'd like a sundae made with a base of chocolate ice cream, topped by marshmallow and maple flavoring and with a chocolate covered almond on top, just tell the waiter to have one made up for you.

"Best of all, a menu of prices of the commodities used in making the sundaes will enable you to determine in advance just how much the dish you frame will cost. For instance, ice cream will cost ten cents, marshmallow five cents, bananas ten cents, sliced oranges five cents, regular syrups five cents, fruit syrups ten cents, and so on.

### New Ideas for Regular Menu

"While you as a customer, will have a fine time ordering just the sort of a sundae you want, we are going to have a fine time watching all the recipes carefully as we hope to find some new ideas which we can use in our regular menu.

"Come to our fountain during 'Frame Your Own Sundae Week' all next week and show your friends and us how good you are at framing new sundaes. We are sure that you will enjoy the novelty of this event."

Of course, such an affair would attract interest among young people and would bring many to the store, some of whom, in all probability, would be new customers. Also the stunt would create talk, especially if the city is small. All of which would be good and inexpensive publicity for the store.

Here's another way of doing the same thing:

The store might have a soda fountain clearance sale.

All the patrons of soda fountains are familiar with sales in other lines of retailing but a sale in the soda fountain business would be something new, and for that reason, would attract attention and boost business. The affair might be advertised by the store as follows:

### "ANNOUNCING A VANILLA SODA CLEARANCE SALE

"We are overstocked with vanilla flavoring. There seems to be no immediate chance of clearing this stock from our shelves in the ordinary course of business so we are going to have a vanilla soda clearance sale all next week.

"During that time the prices of ice cream vanilla sodas at our fountain will be reduced to eight cents and the prices of ordinary vanilla sundaes will be reduced to twelve cents.

"These prices will be in vogue next week only as we are confident that this Vanilla Soda Clearance Sale will consume our surplus stock. And, in connection with our sale, we are inaugurating a prize contest, open to everyone in the city. This contest is for the purpose of securing the best 200-word letters on the topic of 'Why I Like Vanilla Flavoring.' The first prize will be \$5 and there will be five additional prizes of \$1 each. All contestants must bring or mail their letters to this store by Friday of next week. No letters received on Saturday or later will be considered unless the postmark shows that they were mailed on Friday."

### NEW PERMIT RULING FOR EXTRACTS

**Manufacturers of Soda Water Flavors Must Give Extract Formulas on Alcohol Applications—Organization Investigates Situation At Washington**

Thomas E. Lannen has recently made an investigation in Washington for The National Manufacturers of Soda Water Flavors regarding the situation of extract makers in applying for renewal of alcohol permits. The past ruling has been that all manufacturers of soda water flavors selling directly to the trade needed only to state on their permit applications the name of the flavor and the percentage of alcohol. The prohibition officials now say that they have been compelled to make a ruling requiring practically the entire formula to be given in making applications for renewal of permits. There is one exception to this, in that a manufacturer has the right to give only the names of those ingredients which in his opinion make his product unfit for use for beverage purposes.

The manufacturers organization says that the Washington officials give as a reason for their new decree a practice that has grown up on the part of some extract makers of selling their products through retail grocery and other stores instead of directly to the bottlers of soda water dispensers. They also say, that some soft drink flavors are given such names as: "Brandy Flavor," and "Whiskey Flavor," these being also sold indirectly instead of directly to the trade.

In the meantime, and until the situation straightens out, it is said that the members of the National Manufacturers of Soda Water Flavors will be permitted to purchase alcohol on their old permits.

## MORE FRUIT JUICE IN SOFT DRINKS

### Department of Chemistry Expert Urges It as Important Part of Human Diet—Would Assure Bottling of Inclusion Among Essential Industries

Dr. C. L. Alsberg, of the Department of Chemistry of the United States Department of Agriculture, in a recent address has urged the 12,000 bottlers of the country to use more fruit juices in their formulae, pointing out that the vitamins contained in these juices are an important part of the human diet and can be offered as a strong argument for the inclusion of soft drink bottling among the essential industries.

"I must admit," he said, "that I was surprised, when my attention was recently called to the revenue derived from the tax on beverages, to learn that for the first eleven months of the past fiscal year the income to the Government from this source amounted to a little over fifty-one millions of dollars. This indicates an annual business of more than five hundred millions of dollars produced by the filling machines of your industry, which places the beverage trade among the important food industries of the country.

"I say food industries advisedly, because an eight-ounce bottle of the average soft drink, when properly made, has real food value, and while it is perhaps true that few persons consume beverages specifically for their food value, at the same time the food value which we consume incidental to our regular meals is none the less valuable because taken incidentally in the form of a delectable beverage to quench thirst or to satisfy a craving for sweets. The average bottle of soft drink contains about three-fourths of an ounce of sugar, equivalent to about 75 calories. This is an energy value equivalent to about three ounces of mashed white potato or three-fourths of a pound of tomatoes. In addition to the energy value, due largely to the content of sugar, a beverage may have other properties of the very greatest importance in our diet, if it is produced in part from fruit juice or fruit concentrate, and I should like to leave this thought with you progressive bottlers who are desirous of expanding your industry; that the more you can work fruit products into a formula the greater and more forceful is the appeal you can make to the consuming public to regard your products not so much as a luxury, to be used in extending hospitality perhaps to the occasional guest, but rather as an article of food worthy of regular consumption in the home for the daily diet.

"The value of fruits in the diet has long been recognized by the human race, but it has only been in quite recent years that we have fully appreciated the exact role fruit products play in our dietary requirements. It is now definitely known that in addition to those elements in our food which repair tissue waste and furnish heat and energy, the body requires other constituents which, for a better name, have been designated vitamins. There are several of those vitamins, but the one of particular interest to you is the so-called vitamin C, of the antiscorbutic element found in many fruits and vegetables.

"I simply want to point out here what I believe is a real opportunity for you to place your industry in the class of essential industries, and not in the class of non-essential industries which some have suggested but which does not have my sympathy. In addition to the advantage you will derive from the utilization of fruit juices and fruit concentrates directly in a business way, an outlet is offered for the utilization of great quantities of small fruits, apples, and the citrus fruits, which are now to a large extent an economic waste, because processes for their utilization have not been adequately developed. By the revision of your formulae so as to utilize more fully the products of the field and orchard your industry will

surely occupy a more prominent place in the foreground of our economic and industrial picture. To properly develop this line of endeavor, you will probably require the services of skilled chemists."

## LICENSE BILLS IN THREE STATES

### Legislatures of Minnesota, Massachusetts, and Arkansas Considering Measures Which Directly or Indirectly Affect the Fountain Industry

In view of the large number of state legislatures now in session, it is inevitable that various measures affecting the soda directly or indirectly will come up for discussion. Four such bills, all pertaining to licenses are already in various stages of enactment. Among these is one at present in committee in the Minnesota house, which seeks to place the bottlers of still and carbonated drinks under the jurisdiction of the dairy and food commissioner, by compelling them to obtain licenses. However, malt or cereal beverages, fruit juices and apple cider are specifically excluded from the workings of the proposed measure.

Two laws bearing on the soda trade have been introduced in Massachusetts, one by the Commissioner of Public Health, the other by the Licensing Board of the City of Boston. The former provides that "no person shall manufacture or bottle carbonated, non-alcoholic beverage, soda water, grape juice or any other soft drink without a license from the Department of Public Health." The license fee is to be \$50 a year. The licensing board offering, which has gone to the Committee on Legal Affairs provides that cities and towns may grant licenses to reputable persons to sell ice cream, fruit confectionery, soda water, etc. The license fee is not to be less than \$5 a year.

In Arkansas the only bill so far presented has not yet progressed far. It imposes a license tax of \$100 per year upon "fountains for the mixing of, making or selling of, hot or cold drinks, bottled or otherwise, except tea, coffee, milk and bottled soda."

## COMING BACK

They are trailing back one by one. The two-dollar hat is here, and by and by will come limping in:

The nickel ice-cream soda,  
The fifty-cent necktie,  
The twenty-five-cent haircut,  
The three-dollar shoes,  
The eight-cent quart of milk,  
The five-cent shine,  
The dollar shirt,  
The quarter beefsteak,  
The two-for-a-quarter collar,  
The five-cent bag of tobacco,  
The ten-cent movie,  
The five-cent pint of peanuts and all the rest of our familiar old friends. Lead out the fatted calf.—*Newark News*.

## A NEW USE FOR CANDY

A Chicago despatch to the *New York Tribune*, January 15, said:

Chairman John A. Rickert of the Finance Committee has solved the problem of a too noisy City Council, he said today, "after seventeen years of observation and perturbation."

A bag of all-day suckers was passed around by the chairman when he opened the meeting yesterday of the Finance Committee and for an hour the aldermen were quietly occupied with licking the candy sticks. The desired degree of silence was attained.

"One of the most successful meetings we have ever had," said Mr. Rickert afterward.



# Oppose Change in Pure Food Law

## California Soft Drink Manufacturers Fight "Fruit Name" Clause —Candy and Syrup Men Also Affected

**M**ANUFACTURERS of food products of all kinds in California, but especially those interested in the syrup, extract, confectionery and soft drink business, are disturbed over a series of bills that have been introduced into the State Legislature. These measures, which seek to amend the present Pure Food and Drug Act, are understood to have the backing of the fruit growers of the State and to have been prepared by Prof. E. J. Lea, Director of the Pure Food and Drug Laboratory. So drastic are the proposed acts that many manufacturers, particularly those in the extract and bottling business declare that their passage would bring ruin.

Bill No. 236, introduced by Senator Lyon, and since referred to the committee on Public Health and Quarantine, follows closely the present act but amends section four to read as follows:

"Tenth—In case of food labeled or sold under the name or modified name of any fruit or bearing an emblem, brand, design or label picturing or representing any fruit, if such food be artificially colored."

### Criticized by Manufacturers

This last item of the proposed act has drawn the fire of manufacturers who declare that its passage would revolutionize their business, if not destroy it. Artificial color has been authorized by Federal and State laws if it is certified by inspectors of the United States Department of Agriculture and that is the only kind of color which may be used. Manufacturers call attention to the fact that in the preparation of syrups and extracts for beverages, the finished product would be either colorless or of a color entirely dissociated with the fruit from which it was made. Coloring matter is added only to give the finished product the natural appearance of the fruit and, since it is harmless, the purity of the syrup is not affected.

Bill No. 1158, introduced into the Assembly by Miss Broughton, and referred to the committee on Public Morals, is as follows:

"Section 1. No person by himself, his agents or servants, shall render, manufacture, sell, offer for sale, expose for sale, or have in his possession with intent to sell, or to use or to serve to patrons, customers, boarders or inmates of any hotel, dwelling house, restaurant, public conveyance or boarding house any misbranded beverage.

"Section 2. Any beverage, drink or potable liquid, is hereby defined to be a misbranded beverage if it consists in whole or in part of a synthetic mixture, and

"(a) When sold, offered, or exposed for sale in a bottle, can, cask, keg, or other container, said container bears any statement, design, or device indicative of the name of any fruit or of the natural juice, or extract thereof; or

"(b) When served to patrons, customers, boarders or inmates of any hotel, dwelling, boarding house, restaurant, or public conveyance, it is mentioned on the menu card, or similar notice or placard, under a name indicative of the name of any fruit, or of the natural juice or extract thereof."

### Would Destroy Soft Drink Industry

Bottlers contend that this proposed law would destroy the soft drink business in California. They show that imitation fruit flavors made from ethers have been

used for many generations and that the Federal pure food authorities have satisfactorily regulated the use of these by making it necessary to label extracts as made "imitation" or "artificial." The use of fruit juices alone in the manufacture of extracts, syrups and soda water is possible in but few cases.

The third measure in which manufacturers and handlers of foods and drugs are interested is one designed to give further power to the Director of the Pure Food and Drug Laboratory by removing restrictions in salary and maintenance. Under the present law one half of the fines collected by court actions instituted by the Laboratory go to the maintenance of that institution. The salaries of the director and his assistants are fixed and no portion of these fines may be used to increase these salaries. Should the proposed act be adopted, however, the State Board of Health will have the power to devote the whole or any portion of these fines to salary increases. Business men express the fear that this will furnish an incentive to institute prosecutions in cases where the outcome is doubtful or where the violation is more technical than actual, resulting in an increased cost to the public and working a hardship on manufacturers and dealers who are now endeavoring to co-operate with the State Laboratory in the enforcement of the act.

The introduction of these bills into the State Legislature has resulted in the organization of the Pure Food Allied Industries of California, with headquarters at San Francisco. A determined fight is being made against these measures and it is planned to make the organization a permanent one to the end that a watch may be kept on similar legislation in the future, as well as for mutual benefits. The purposes of the organization are set forth as follows:

### Harmony Among Food Manufacturers

"To promote harmony and co-operation between the various interests in California, engaged in the manufacture and sale of food products which are subject to the provisions of the Pure Food and Drug Act of California; to assist its members and the State Board of Health in the enforcement of the Pure Food and Drug Act; to organize opposition to any proposed legislation by which the legitimate conduct of the business of any of its members may be interfered with or destroyed, and to furnish information regarding pure food regulations and decisions and all other matters of interest."

The membership is in three classes, manufacturers, jobbers and retailers, with annual dues of \$25, \$10 and \$1, respectively. The new body plans to maintain permanent offices, and a paid secretary, and to give its members real service through the medium of bulletins and the answering of questions requiring technical knowledge.

The executive committee handling the preliminary work consists of Leon Voorsanger, secretary-treasurer of the Magnus Fruit Products Company; William England, of the Eng-Skell Co.; A. C. Boldemann, of the Boldemann Chocolate Co.; Thomas Deasy, of the John Mulhern Company, and J. W. Goetze, of the Majestic Bottling Company.

A special meeting of the California Soda Water

Manufacturers' Association was held recently at the headquarters of the organization and a state-wide fight was launched against the measures now under discussion. Paul Rieger, perfume and extract manufacturer, attended the opening meeting and told the assembled bottlers of the dangers of the bills.

#### NO DROP IN PRICE OF EXTRACTS

##### National Manufacturers of Soda Water Flavors Submit Report of Investigation—Explain Why They Cannot Reduce Cost to the Consumer

One of the questions in which the Soda Fountain Trade is interested is whether or not there will be a reduction in the price of extracts. An investigation has been made in this subject, by the National Manufacturers of Soda Water Flavors, and the following report is submitted by one of the officers of that organization.

"It must be remembered that the price of alcohol is the most important determining factor in the price of flavoring extracts. In 1916 the average price of grain alcohol was \$2.65 per gallon, of which amount \$2.18 was the revenue tax. Today the price of alcohol is \$5.25 per gallon, and the tax is \$4.18.

"It will thus be seen that the distiller received 47 cents a gallon for alcohol in 1916, and receives \$1.07 a gallon today. If it were possible for the distiller to make and sell his product at the same price as in 1916, namely, 47 cents per gallon it would cost today, plus the tax of \$4.18, the sum of \$4.65 per gallon—a reduction of less than 12 per cent of the actual present price. However, there is not the slightest possibility of any reduction in alcohol prices as long as the present heavy tax is imposed—and no well-informed person expects a modification of this tax as applied to this commodity.

#### Prices Up Only 28 Per Cent

"Now, in spite of the startling increase in the price of alcohol (due as much to the increase in the tax as in the cost of manufacture), extract prices were but 28 per cent lower in 1916 than they are today. In other words the increased cost of alcohol and other materials used in flavoring extracts, has been mostly absorbed by the extract manufacturer—absorbed until the saturation point has been reached.

"But alcohol is not the only item that has forced extract prices upward. Bottles have advanced 33½ per cent within the last two months. Since 1916 five-gallon bottles have increased in cost 66½ per cent, and one-gallon bottles 53 per cent.

"Although there have been reductions in the prices of certain essential oils and other raw materials, the general level is still 25 per cent higher than in 1916. It seems hardly necessary to point out that labor cost double what it did in 1916. In short, there is scarcely an item entering into the composition, manufacture and packing of flavoring extracts that has not outstripped the moderate advance of 28 per cent in the prices of our finished product.

"But as other commodities come down, why will not extracts come down, too? is a question that occurs to many.

"The facts already stated furnish the answer to that, but there is still another reason.

#### Can Absorb No More Advancing

"Extracts have never gone up to the same extent that many other commodities have done. There has been no skyrocketing of prices by extract manufacturers. Instead of boosting prices at every pretext, as manufacturers in many other lines have done, extract manufacturers have continued to absorb their advancing costs, until a point was reached where further absorption

meant total extinction of necessary profit. Not until then were prices advanced. These advances have been notably few and extremely moderate since 1916, in comparison with the frequent and startling increase in many other commodities.

"Extract prices are now on a normal level. They yield a fair and reasonable profit to the manufacturer. Certainly they are not burdensome to the bottler, when he pauses to consider that the cost of the extract used in an average case amounts to from 1½ cents to 2½ cents.

"We feel that we can assure the trade that there will be no further advance, but though we do not anticipate one, we cannot be certain about that, for unforeseen events may necessitate it.

"The user who postpones buying extracts in the hope of a reduction in prices, will be disappointed. We repeat extract prices are now at the lowest level they will reach in 1921. Wise men will not run the risk of possible advances by pursuing a hopeless 'watchful waiting' policy."

### For the Dispenser's Eye

Smile. It helps you as well as the other fellow.

A pair of old leather or rubber gloves will protect your hands and prevent unnecessary roughness.

A change of hosiery and shoes every day when the working hours are half over will prove a relief.

Sagging doors on the refrigerators or fountain compartments waste ice by letting cold air out and warm air in.

Under present conditions, a large amount of business may be done by suggesting the home use of bottled beverages. These kept in the refrigerator are a comfort to the hospitable hostess. They educate patrons where to come when they want something good.

Keep up your courage for there is real hope for tax revision in the near future.

Read your trade papers, and profit by the ideas which have made the other fellow successful.

Keep your eyes open that your competitor does not get the exclusive agency of something which you ought to have.

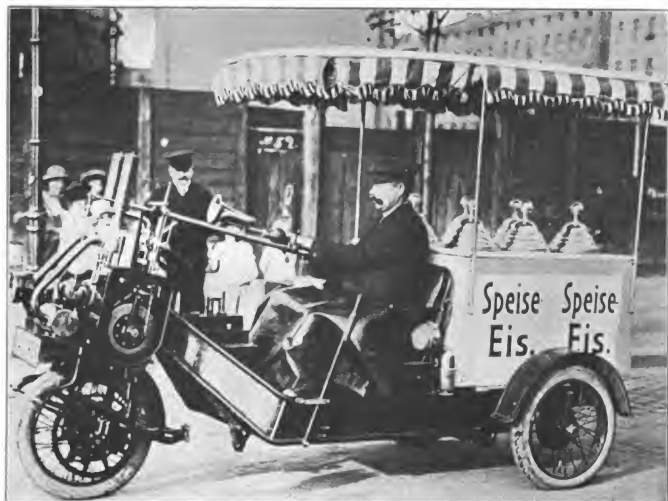
Keep your eye upon menus and special display cards, and do not let soiled or ancient ones tell the public a story of inattention and carelessness.

When a customer complains, heed that complaint promptly; express regret, and make the order right. You may think the customer unreasonable, but it is best to give him the benefit of the doubt.

Serve customers in turn as they arrive. It is only fair and no one can object to this. Should one customer be in a real hurry with good reason, and should you give that customer preference by a prior serving, be honest enough to excuse yourself to the others with a brief word of explanation for your reason for so doing.

# Ice Cream Vendor De Luxe in Berlin

With His Motor Driven Vehicle He Wanders  
Around City Disposing of His Stock



*Is this Ice Cream Being Taxed to Help Pay the German Indemnity?*

International

**W**HAT do you think of this for a nifty ice cream vending equipment? And the fortunate owner of the outfit lives and does business in Berlin. If the German people used the same judgment in selecting their kaisers and crown princes as they do in the selection of their ice cream equipment—well, history would have another story to tell.

With this ultra-modern outfit, the Berlin vendor can sit comfortably in his motor driven carriage and go to all parts of the city supplying his trade. The horn on the steering apparatus can be used to attract attention, and from the photograph it looks like the very last word in vending equipment. We wonder if this will give an idea to some American ice cream man.

## RARE NEW DISEASE (?) DISCOVERED

Here is a warning for all ice cream addicts: Eat as much ice cream as you want, but never, no never, combine your gastronomic feats with an application of iodine to any part of the body. If you do you are in danger of becoming a walking advertisement for the blue law Sunday.

The disastrous results of a combination of ice cream and iodine were discovered recently in Pittsburgh, Pa., when a frightened young lady called upon her physician for an attack of dark blue spots all over her body.

"A rare malady," exclaimed the doctor, and called in two other physicians for a consultation.

The patient's leg was a dark walnut color. She had painted it with iodine.

"What did you eat yesterday?" she was asked.

"Only ice cream, but lots of it," was the reply.

A great light broke upon the assembled doctors, and one of them hastened to explain:

"The iodine which you used on your leg entered the pores and coming in contact with the starchy matter in the ice cream which you ate, caused the peculiar dark spots which appear on your body, the same as certain foods develop hives on the cuticle of human beings. Iodine action on starch turns it blue and that is how the blue spots came."

Of course, all druggists know that starch paste is a test for the presence of iodine. The reaction produces a bright blue color.

## TELLS OF FOUNTAIN TRADE IN EUROPE

**Antonio Argan, Well-Known New York Dispenser Returns With Bride After Visit to Old Home in Italy**

Let us introduce to you Mr. Antonio Argan, one of the best known and most capable dispensers who ever stood behind a soda fountain in New York, and Mrs. Argan. You've guessed it, they are recently married. Mr. Argan had lived in New York for twenty-five years, all excepting nineteen months when he was in the army, and most of that time in France, and from behind the soda fountain he had ample opportunity to look over New York women.

He had seen the debs and the sub-debs, the flappers and the wrens, and the grandmothers who dressed and acted like small children and all the rest pass by him



*Mr. and Mrs. Antonio Argan*

in his daily work. But when he decided to get married he went back to his native Italy, and this is the bride he has brought back to New York.

"Tony" and that is what everyone calls Mr. Argan, had for a long time the fountain in the drug store of A. P. Kerley, Broadway and 94th street. The women in that section tell to this day of the wonderful hot fudge sundaes that Tony used to concoct for them. He introduced them to a lot of new drinks, and they were all selfishly sorry when he gave up the fountain and enlisted in 1917.

After he was discharged from the army he opened a fountain and luncheonette place at Freeport, an actors' colony on Long Island. The footlight favorites used to pass up the places along the White Light lane, and conserve their thirsts until they could get to Freeport and get one of Tony's delightful concoctions.

Then last fall he decided to go back to Italy and give his old town the once over. It would be permissible to go into a lot of details, but it is the old, old story, Tony met the one girl in the world for him, and they were married. Now he is back in New York, and is telling his friends about the outlook for business in Europe.

"They have some wonderful pastry shops in Rome, but no soda fountains," said Tony. "And no one has anything on the Italians when it comes to ice cream. In Paris I think there are four fountains. The newest and best one there is owned by Louis Sherry, whose Fifth Avenue restaurant used to be one of the show places. The price for ice cream sodas in his place is four francs.

"Then two English girls have a soda fountain and a luncheonette place, which is patronized largely by visiting Americans. They did not know very much about mixing the fancy American drinks and dishes which their American customers called for, and I showed them a few tricks of the trade I hope their customers are

appreciating. The French are not keen for novelties like soda fountains, but when they get accustomed to the drinks there will be many more in Paris."

Mr. Argan has taken a position with Firemen's Pharmacy Company, Market and Broad streets, Newark, and is giving the people of that New Jersey City a taste of the fountain drinks which made his dispensing famous on Broadway and with the actors in Freeport.

## OPPOSE TENNESSEE BLUE LAW

**Ice Cream Manufacturers' Association Passes Strong Resolution of Protest—Injury Extends to Farmer and Public, They Claim**

It is axiomatic in the soda dispensing industry that rainy holidays mean poor business. It is bad enough when a summer comes along with a confirmed habit of turning out bad weather on Saturdays and Sundays, but that is nothing, people in the trade are thinking, to what will happen when, or rather if, the Blue Law advocates succeed in battering down the hatches all over the country. Very naturally, a cry of protest is being raised, but none louder than in Tennessee, where a Sunday observance law is already pending before the legislature. The Tennessee Ice Cream Manufacturers' Association has adopted a resolution prepared by a committee composed of W. E. Drake, Frank B. Stuart and O. L. Darter. In this resolution, which will be presented to each member of the General Assembly, the ice cream men claim that they represent an industry supplying a valued food product to the citizens of the state, and in the utilization of milk and cream have encouraged the development of dairies and the enlargement of plants for the sale and distribution of milk and cream. They claim that the proposed laws, if passed, would cause a great economic waste by reason of the enforced idleness of plants.

It is contended further that an enormous loss would accrue to the farmers and dairymen and a thoroughly harmless and healthful food product that in no way suggests dissipation, lawlessness or anything similar thereto, will be curtailed in its manufacture and disposition, the public deprived thereof and that the whole industry would have to be revolutionized.

The manufacturers refer to the proposed laws as being drastic, destructive and unnecessary legislation.

The same sentiments were echoed a few days later in Knoxville and simultaneously at Chattanooga, where meetings of manufacturers and wholesalers were held. In each case the chairman was asked to put on record a vigorous protest against the measure. At the Knoxville gathering Mr. Stuart, who aided in drafting the association resolution, emphasized the loss to the farmer, and the necessity of ice cream for sick people. He added:

"If the Blue Sunday law is passed, the Tennessee Ice Cream Manufacturers' Association will ask that an amendment be made, whereby ice cream and milk can be sold on Sunday."

## RETAIL CANDY REPORTS DEFICIT

The United Retail Candy Stores, Inc., of New York City, reports a deficit for the period since organization in July of 1919 to December 31. This, after deducting depreciation and tax reserve, is figured as \$333,729. Profit and loss surplus amounted to \$16,871.

## LOFT, INC., PROFITS ARE \$718,922

Net profits of \$718,922 are shown in the 1920 annual report of Loft, Inc. This amount was left after charges and Federal taxes were deducted. Total sales for the year aggregated \$7,542,666 and cost of merchandise and selling expenses were \$6,760,612.

# Announcing Spring at the Fountain

Some Ways of Attracting Customers as Warm Weather and Attendant "Thirsts" Make Their Appearance

By W. B. STODDARD

**W**ITH the approach of spring, interest in outdoor sports and pastimes is re-awakened, all of which develop a thirst, which in these prohibition days must be quenched in beverages "which cheer, but do not inebriate." It is the opportunity for the fountain man to increase his business—and he should get in on the first floor, and announce his stock of thirst-quenching beverages before the public demands them. The announcement and display of fruit juices will create a desire for them, and if a person is satisfied with the first drink the chances are that he will continue to patronize the dealer.

There is nothing like an attractive window display to arouse interest and create a desire to taste. The fountain department of The Emporium, Portland, Ore., as soon as the leaf buds were beginning to swell, installed a window that gathered in many a silver coin. One large window was set to represent a veranda, covered with grass rugs, with vines about the pillars. From other departments were taken some wicker porch furniture, and a couple of models fitted out in golfing togs. On the table were several glasses of grape juice and straws, while at the end of the room was a pitcher of orange juice and a big dish of oranges. This elaborate display might seem impossible to the average fountain man, but it could readily be made, as the housefurnishing and ladies' wear establishments are glad to loan furniture and models for the sake of the extra publicity it gives them. If, however, the windows are not large enough to permit of such a showing, the scene could be carried out in miniature with dolls and doll furniture. In this case the pitchers and glasses should be left normal size—and this disproportionateness would give additional emphasis to the lines it was desired to feature.

Not only the golfer, but all outdoor players want root beer, lemonade, and grape juice, and they should be told where they can get it, in language that makes them want to try it. A semi-humorous announcement sent out by a

western firm to a large list of masculine patrons read:

"Be still sad heart, and cease repining  
Behind the clouds is the sun still shining;  
Thy fate is the common fate of all  
Into each glass some water must fall—  
"Some drinks be 2.75 nearly.

"Prohibition came like a burglar in the night—and it's here to stay, like the rents. And it's a good thing. There was many a slip 'twixt the cup and the lip—but there were lots of more slips after the cup met the lip.

"BRACE UP!

"Try our delicious, sparkling, clear, ice cold lemonade, root beer, fruit phosphates, grape juice or ginger ale—They quench the thirst and don't give you a hang-over.

"Come in after the game and toss off a glass—and then order a crate of bottles sent out to the house for home consumption."

A blackboard out on the walk read:

"HEADQUARTERS FOR SPORTSMEN

"Ice cold, drinks, cool and refreshing

"Hot drinks soothing and stimulating

"Cast you eye over this list and order what most appeals to you."

Beneath this was chalked a list of standard drinks, as well as several specials, which were changed from day to day.

## Attract the Children

Not only grown people, but children also, should receive consideration in the spring. School will soon be out, and the majority of boys and girls will be doing light jobs and accumulating spending money. Nothing will attract their pennies like candy, ice cream and fountain goods if they are brought to their attention in a fascinating manner.

One of the best examples of attractive publicity was that of the candy and fountain department of Robinson's, Los Angeles, Cal., who on the first of May gave a big May Day party. The event was announced a week in advance through the columns of the newspapers:

"TO ALL THE CHILDREN OF LOS ANGELES

"Dear Kiddies:—

"We're just as excited as we can be! Because we're going to have a party. It's to be the biggest party one ever heard of—for both boys and girls. They're getting everything ready—asking all our little friends—and it's going to be just grand!

"We want every one of you—you and your sisters and brothers and friends to come to see us next Saturday at ROBINSONS, at 9:00 o'clock as stay as long as you can.

"And bring your mother and your auntie and big sister with you. They'll have just as much fun as you will. Don't forget now—next Saturday—ROBINSONS.

"Buster and Mary Jane."

Two folks were secured to impersonate these famous characters and acted as host and hostess during the day. The department was trimmed with asparagus fern and spring flowers, and in the centre was a May Pole. Under the supervision of one of the kindergarden teachers the children twined the May pole—the space being roped off



Portland, Ore., Fountain Announces Spring in This Attractive Way



*Los Angeles Fountain Gives May Day Party of Kiddies*  
so that there was no confusion once the required number of children was obtained.

#### May Pole and Fancy Dances

A victrola furnished music for the dance and for several other fancy dances given at intervals by children. Small tables were set all around the room, at which ice cream and all kinds of fountain beverages were served. The tables were filled the greater part of the time with mothers and children watching the dancing and gambols of the May party. Each child received a little basket of spring flowers in which was a tiny vial of grape juice. It was the most appropriate souvenir that could have been selected, as it associated Robinsons and grape juice in the child's mind whenever he saw the bottle, which was kept as a plaything long after the original contents had been drained.

Of course the crowds of juveniles that thronged the place made it practically impossible to serve the regular fountain trade that day, but no serious inconvenience was caused thereby, as the event was advertised in advance, and the people who disliked crowds and children did not come. On the other hand it increased their juvenile clientele immensely, as it made known to the children that their presence and their trade was appreciated.

To back up their newspaper advertising and to attract numbers who had not seen it, they arranged a decidedly effective window display. The scene represented a May day garden party. There was a big arch covered with flowers and four tables set with white cloths, china and glassware, and big bouquets of flowers. Half a dozen large dolls were dressed in party costumes and gathered about the tables. At one end, in the foreground was a large pitcher filled with grape juice, surrounded by half a dozen glasses; while at the other end was a table piled high with cartons of ice cream. On each of the other tables were small glasses of fruit juice, and dishes of ice cream (artificial, of course) and plates of cake. A card in front urged:

"Come to Buster Brown and Mary Jane's May Day Party at Robinsons on Saturday, May 1st.

"All children and their parents are cordially invited."

#### RETIRING, PUBLISHES LETTER OF THANKS

E. L. English, of Newcastle, Pa., has sold his ice cream plant to the firm of Wilder & Curry and is to retire from the manufacturing end of the business after 20 years of service. In announcing his retirement, Mr. English had published in the newspaper a letter of

thanks to his former customers. This letter reads in part:

"Having sold my ice cream plant, I take this method of thanking my many patrons for their continued patronage from year to year. Starting in the ice cream business 20 years ago in a very small way, my trade grew until I had 1,000 names on my book at one time. I have always endeavored to serve the best I could, and now, after 20 long years of 365 days, from 7 a.m. to 11 p.m. with never a Christmas or Fourth of July holiday, my health compels me to ease up.

"It is certainly a pleasure to close 20 years of service by serving people this winter that I served 20 years ago."

#### CLEAN FOUNTAINS IN CLEVELAND

##### Investigation of Conditions Causes Consumers' League To Work With Board of Health—Report Sanitation Now Good

Cleveland, Ohio, reports greatly improved sanitary conditions in its soda and ice cream shops as the result of a drive for cleanliness undertaken about a year ago by a committee of the city's influential women working in conjunction with the Board of Health. Attention was first called to conditions in some parts of the city by the Consumers' League who made an investigation in a school district where children were buying from a store for one cent. The low price caused suspicion, and it was discovered that the ingredients of this drink was the dirty water in which the spoons and glasses of the establishments had been washed, plus a few drops of syrup.

Reports were made to the city health department. The city, having only a limited number of inspectors, was unable to undertake the huge task of inspecting all the soda fountains in the city, but felt that the work was very necessary. They asked the Consumers' League to undertake it. Mrs. I. Theodore Kahn was placed in charge of the work, as chairman, and a committee was formed which included Mrs. Harold Freeman Seymour, sub-chairman; Mrs. E. S. Hanson, Mrs. George B. Marty, Mrs. Victor Morgan, Mrs. A. D. Bresler, Mrs. J. J. Thomas, Mrs. John Stockwell, Mrs. C. C. Lanken and Miss Anabel Parker.

The city was divided into sections and each woman assumed the responsibility of inspecting the soda fountains in her territory. By means of report cards a complete survey of the city was made. The committee has attempted to force every fountain owner either to use hot water, in washing or to use a complete paper service. When a shopkeeper did not comply, after renewed visits, the city chemist, Dr. Knapp, was advised of the case. He immediately sent a city inspector, with the power to make arrest, to urge reform on the shopkeeper. However, the aim of the committee and of Dr. Knapp has been not to make arrests, but rather to make improvements.

#### PRICES AT BOTTOM, CANDY MEN SAY

The annual convention of the Western Confectioners' Association was held at Del Monte, Cal., recently, with delegates present from all the western states. Leon Sweet, the president, declared that candy prices have come down and that no further reductions are to be expected until labor costs are reduced. Walter K. Louis, of Los Angeles, secretary of the association, led the talk on the excise tax proposition and strong resolutions were adopted in favor of the repeal of this tax on their products.

Officers of the association were unanimously re-elected as follows: Leon Sweet, Salt Lake City, president; C. E. Roberts, Seattle, first vice-president; A. L. Mathews, Los Angeles, second vice-president; and Walter K. Louis, Los Angeles, secretary-treasurer.



# Luncheonette Department

Conducted by EMMA GARY WALLACE

## How to Furnish Cheaply

**T**HIS particular luncheonette room of which I am going to tell you was so pleasing and harmonious that the effect of it was restful, and yet it is doubtful if many of the patrons actually analyzed why this Lodge Luncheonette was so popular and drew the patrons back again and again.

To begin with, I must tell you a little of the early story. A husband and wife, who had made an unsuccessful venture in business, found themselves with only a few hundred dollars on hand, and their future to provide for. After careful consultation together, they decided that the crying need in a business way of this particular community, was a place where delicious and light luncheons could be had in pleasant surroundings.

A small but well located building was leased. The upstairs rooms were taken for living quarters, and the four downstairs rooms were to be devoted to the new business enterprise. All the landlord was willing to do was to remove one partition, making a larger serving room, and to redecorate this larger room and a small side one.

The tenants were obliged to be satisfied with this, although they would have liked a good many other changes made as well. Even the redecorations were to be done on a modest scale, and so careful thought was given to the selection of colors and designs. The largest rooms were thrown into one, but as the ceilings were decidedly poor, a finish of beaver board was put over the whole surface. This was painted pearl white and panelling strips of soft gray green covered the seams, giving a beamed effect.

The side walls were divided into a lower third and an upper two-thirds and a chair rail in the form of a molding of white wood was put all around the room, so as to save the barking of the paper by the constant shoving back of the chairs against it. The walls above the rail were papered in shades of soft gray and white, the pattern being of foliage which covered the background. Below the chair rail was a darker gray, conventionally designed of sanitas, purposely chosen because it can be wiped off with a damp cloth and kept fresh at all times.

The woodwork and chair rail were done in white with a highly enameled surface, making it easy to wipe off. The floor, not hardwood, but of fairly good quality, was scrubbed and oiled.

### Green and Pink Curtains

In the rear of the serving room were three windows of ordinary size. In the front was what had originally been an oblong living room window, with a narrow balcony just outside it, which brought the whole within a couple of feet of the street. Front and rear windows were now fitted with plain net curtains of a stout thread variety which would stand laundering. These curtains were hung next to the glass. Inside curtains of cretonne were selected in soft grays, greens and pinks, blending

to a deep rose, which were set up two and half feet above the top of the window casings, thus giving the appearance of larger windows, and adding spaciousness to the apartment.

The balcony was painted white, and two evergreens to represent box trees were set in green candy pails at either end and a fern just inside the window, but on a low, gray, wicker table, so as not to shut off the view of the serving room from the street.

As they did not have sufficient capital to buy the kind of fixtures they wanted, they visited second-hand stores and picked up such furniture as would serve their purpose, paying little attention to color or surface condition if the article itself was in good repair. They purchased four dozen bentwood chairs of the same size, picking them up in different places. They also bought a buffet of good lines but golden oak finish, and a roomy, old-fashioned sideboard with an oblong mirror. Several stands were found of the same kind, which would answer for tray stands.

This furniture was well cleaned and sandpapered and all of the wooden parts painted the same gray green which had been put on the panelling strips of the ceiling, only about two shades darker. When two coats of flat color had been given the furniture, it was rubbed down to a smooth surface with a little rotten stone and oil and then enameled.

The effect was good, and the whole outlay had been trifling!

### Bought Inexpensive Tables

As tables of the right size could not be found, and as steady tables of the right height and character were necessary, new ones were purchased, but they were sturdy and inexpensive, for they would always be covered.

Twelve tables did not crowd the two rooms, and it was seen that eighteen or twenty tables could be put into place if the business warranted. Each table was given four chairs and a sanitas covering with a stenciled edge done in shades of pink and green. Strips of green matting were spread down between the tables, and a single counter with cigars, and a second-hand cash register placed at a suitable spot.

The waiting room was an idea of the wife's. Again at second-hand, she bought a good grade of brussels rug, also two willow lounges, several easy chairs, a couple of tables, and a couple of electric lamps. With the ceiling and walls done to match the serving room and the same kind of curtains, the furniture was painted in French green and cushions made of the cretonne. The electric lamps were left with mahogany standards, but shades of the cretonne gave an added touch of color.

In this room there was a single upright case of choice confectionery and home-made delicacies, for the couple had decided to feature the sale of salad dressing, several kinds of cake, and some salads, all to be made

upon order only. The window of the waiting room was furnished with a few wooden standards, and some open boxes of confectionery and a couple of food dishes were shown.

The room back of the waiting room and opening into the serving room, made a first-class kitchen, and the fittings were simple but clean and convenient. Food supplies came to the rear door.

#### Begin to Advertise

They now began to feature the Lodge Luncheon and while the advertising did not occupy much space, it was well placed. Here are a few samples of this publicity, each one constituting the message of a single day.

**Meet Your Friends At The Lodge Luncheon—There's A Waiting Room.**

**Fresh Strawberry Shortcake With Whipped Cream for Dessert Today at the Lodge Luncheon.  
Plenty of Berries at That!**

**The Service is Quick and the Food Good at the Lodge Luncheon. Give Us a Trial!**

**Fresh Home Cooked and Deliciously Flavored Food at the Lodge Luncheon. Entertain Your Friends Here**

It was not long before the place became popular and inside of one year the table space had been increased to the floor limit, and still there was not room enough. A bungalow has since been rented, with an additional serving room, and a waiters' kitchen with a dumb waiter from the real kitchen below.

#### HUYLER'S OPENS TEA ROOM

**First Unit of New System Installed at 5th Ave. and 42nd St., Store—H. T. Gushee in Charge of Department**

After a number of radical alterations and improvements to its store at 5th ave. and 42nd st., New York, the Huyler Company has opened the first of its new tea room system. The opening was attended by about 400 persons. The concern, which is one of the leading confectioners in the country, plans to operate the tea rooms in connection with all its stores, it is understood, as soon as arrangements can be made. The new department will be under the management of H. T. Gushee.

The main room of the 5th ave. store has been remodeled in Belgian decorative plaster, an effect achieved by the use of rough stucco colored in an effective buff tone. A French window at the front is curtained in two shades of brown, and this color scheme is carried out in the uniforms of the waitresses. The walls are lined with mirrors in gold frames, while the glass covered tables and the chairs are done in dark gray.

The Huyler tea room menu, as prepared by Mr. Gushee, includes a wide selection of soups, hot dishes, salads, sandwiches and desserts, in addition to the store's usual list of sodas and sundaes.

#### DATES AMONG OLDEST FOODS

**Hills Bros. Booklet Gives History of Great Nourisher of Civilized and Wild Peoples**

One of the features of the Hills Bros. Co. annual convention was the distribution of souvenir booklets to its guests. It was entitled "The Oasis" and it dwelt with the products handled by the company. Regarding dates, the pamphlet says: "Since centuries before Christ, the date has been a food product used throughout the civilized and uncivilized world. History shows the first civilization known to man, that of the Chaldean Empire in 3800 B. C. to have been in what is still today one of the richest date

areas in the world. Truly a fruit from the Garden of Eden, taste for it spread to Greece and Rome, to the tribes that inhabited what is now Spain and France and finally to the British Isles.

"The commercial date palm ranges from the Canary Islands through northern Africa and southwest Asia to India. In Arabia the date forms a staple article of food and is the chief source of national wealth. The fruit varies as much in size, shape and color as does the apple, and the names of the species are quite as numerous. The dried fruit as known in this country contains about 82 per cent sugar, 6 per cent albumen and 12 per cent gummy matter. Its food value is still more impressive when one realizes that in the Sahara Oasis and northern Africa it is pounded into a sort of cake and forms the food of man and beast alike, horses, camels, and even dogs being fed upon it."

#### TAX ON ICE CREAM AT MEALS

Although it has been generally understood in Detroit that ice cream eaten with meals in restaurants or at lunch counters was exempt from the luxury tax, the bureau of internal revenue for that district now holds that persons whose business is chiefly the serving of ice cream must collect the tax, even if the cream is offered as the dessert that goes after a meal. Restaurants, cafeterias and lunch rooms must charge the tax if the ice cream is served at a fountain, except where a table d'hôte meal is served at a fixed price with ice cream as one of the regular dishes. Also, Collector John A. Grogan says, the tax must be collected if ice cream is served alone, even if it is in such a restaurant.

#### RECIPES WORTH TRYING

##### Nut Loaf

- 1 pt. bread crumbs
- 1 pt. of chopped English walnut meats
- 1 pt. boiled rice
- 3 tbs. of melted butter
- 2 eggs
- 1 pt. of milk
- 2 tps. of salt
- 1/4 tps. of white pepper
- A dash of red pepper
- 1 chopped green pepper

Blend the ingredients. Pour into a greased pan and bake for forty or fifty minutes or until set. Serve in slices with or without tomato, or horse-radish sauce.

##### Beet Salad

Chop cooked pickled beets. Take an equal quantity of chopped crisp cabbage. Mix together; moisten with mayonnaise, and serve upon lettuce.

##### Onion Sauce

Make the portion of white sauce described and add four boiled onions which have been chopped fine. Be careful that the onions are not cooked to a mush. Season to taste.

##### Bechamel Sauce

Blend four tablespoonfuls of melted butter with four tablespoonfuls of flour. Season with a teaspoonful of salt, half a teaspoonful of pepper and a crushed bay leaf. Add one pint of meat stock and a cup of rich milk. Cook until smooth. In a separate pan, sauté two tablespoonfuls of minced, raw onion, two tablespoonfuls of chopped raw carrot, and a dozen diced mushrooms in butter. Turn this into the prepared sauce. Bring to the boiling point. Set back and simmer for about forty minutes. Keep covered.

A richer sauce is made by the addition of a half a cup of cream. Some chefs strain the Bechamel. Others prefer serving with the vegetables left in.



## These Fish Specials Will Make Your Chef Famous

### Clam Chowder

Prepare as many clams as necessary by separating the straps from the bodies. Chop or with clean, sharp shears, cut the straps into small pieces. Set aside. Drain the clam juice into a bowl and let it settle. Put the bodies by themselves. To each quart of clams, allow one pint of thinly sliced raw potatoes, a large minced onion, and two tablespoonfuls of butter or cooking fat.

Clam chowder as ordinarily prepared provides for the frying of the onion in diced, salt pork, but butter, cooking oil, clarified meat drippings, lard, or nut butters may be used satisfactorily.

Fry the onion to a light brown in the hot fat, being careful not to burn. Put in a layer of sliced potato, a layer of the chopped straps or tough portions; sprinkle with salt and pepper, and repeat until material has been used up. Now drain off the clam broth into the kettle, rejecting any settlings. Cover with just enough water so that the slices of potatoes will cook when closely covered.

Do not cook too fast as it is not desirable that the potatoes shall be broken. When they are tender, add the clam bodies and one quart of milk for each quart of clams. This hot milk should have been seasoned with a tablespoonful of butter, a very little celery salt, and a dust of red pepper. Each quart of milk should be thickened to cream consistency with one rounding tablespoonful of flour rubbed smooth in half a cup of cold water. Have this liquid cooked and smooth before being added to the clams. It should be very hot.

Now add the clam bodies and the sauce. Stir gently so as not to break the potatoes and cook five minutes longer. Serve very hot with hot buttered crackers.

A little variety may be given to the clam chowder by a sprinkling of chopped parsley over the top, or, to each quart of clams, a cupful of diced turnip and a pint of cooked tomato to which half a teaspoonful of soda has been added, may be poured in at the last moment. Some enjoy the addition of a few carrots cut in pencils. Most people prefer the plain clam chowder.

### Oyster Fricassee

Procure one pound of white salt codfish steak, boneless preferred. Soak in warm water over night. Drain and add a second quantity of warm, but not hot, water. Let stand an hour or two. Drain, and tear the codfish pieces into portions about two inches and a half long and half an inch wide.

Put over the fire covered with hot but not boiling water. Simmer for one hour, but do not allow to come to the boiling point. Prepare one quart of large oysters by removing the beard or tough part, which is indigestible and destroys the delicacy of the oyster. Set the oyster juice aside to settle, and free each bivalve from shell.

Have ready three pints of medium white sauce made by taking six tablespoonfuls of butter, four tablespoonfuls of flour, three pints of milk, one teaspoonful of salt and one-fourth teaspoonful of white pepper. Cook butter and flour together. Add hot milk and stir until smooth. Turn in the oyster liquor, rejecting the settlings. Add the oysters, and cook until the edges ruffle. Drain and add the cooked codfish.

Have ready hot baking powder biscuits, or boiled rice, as preferred. Break open a baking powder biscuit, or arrange a mound of rice on a plate. Serve with a liberal dressing of oyster, codfish, and cream sauce. Garnish with a slice of hard boiled egg. Sprinkle with a little chopped parsley, and serve with beet salad.

### Mock Lobster Salad

Take one pound of boneless salt codfish. Freshen in warm water over night. Drain and separate into flakes. Cover with warm water, and simmer for twenty minutes. Drain and empty into a bowl. Add one tablespoonful of minced sweet pimento, half a cup of sliced pimento-stuffed olives, one cupful of crisp diced celery, one tablespoonful of minced parsley. Toss together until mixed.

Now take two tablespoonfuls of well flavored tomato catsup, or one tablespoonful of Worcestershire sauce. Mix with four tablespoonfuls of olive or cooking or peanut oil. Blend with the strained juice of half a lemon. Add salt and pepper to taste. Turn the dressing over the codfish and celery mixture. Let stand an hour. Serve on lettuce and garnish with a slice of hard boiled egg, a few drained green peas, or a whole olive, or radish.

### Tuna Salad

Take one can of tuna fish, and flake. Add an equal quantity of diced celery, and half the quantity of finely shredded cabbage. Toss together. Marinate one hour with French dressing. Put upon a bed of lettuce leaves, and sprinkle with a little chopped green pepper, and garnish with three or four slender pencils of pickled carrot.

Among the canned fish which may be used for salads, chowders, bisques, croquettes, or sandwiches are crab, haddock, whale meat, tuna fish, grey fish, lobster, sardines, salmon, and the fish pastes.

### Salmon Loaf

To each pint can of a good quality of salmon, allow one pint of milk, one-half pint of bread crumbs, two eggs, a teaspoonful of minced onion and salt and pepper.

Free the salmon from skin and bones. Flake and save the oil, mixing this in with the flaked salmon. Beat the eggs. Soak the bread crumbs in the milk. Add the eggs to this. Mix with the salmon the minced onion and the salt and pepper.

Put in a well-greased baking dish or individual ramekins. Bake in a moderate oven until a silver fruit knife will come out of the loaf clean. Unmold. If the larger loaf is used, it should be baked in an oblong bread pan or dish. Cut off a slice and serve with the dressing made as follows:

To one quart of medium white sauce, add one pint of drained green peas, and two tablespoonfuls of chopped green pepper. Serve with mashed potato, boiled rice or hot parker house rolls.

### Crab Salad

Purchase the flaked crab meat which comes in cans. Mix with an equal quantity of diced crisp celery. Moisten with mayonnaise. Garnish with thin slices of cucumber, and finish with mayonnaise. Sprinkle with chopped green pepper.

### Herring on Toast

Take one pound of best quality smoked herring, cover with warm water, and soak over night. Remove skin and bones, and separate into small pieces. Take one quart of canned tomatoes. Cook with one pint of sliced onions until onions are tender. Season with salt and pepper to taste. Add the herring. Cook ten minutes longer and serve on buttered rounds of toast. Sprinkle with chopped parsley.

### Fricassee Of Fish

Take any cold fish. Free from skin and bones. Put a couple of tablespoonfuls of cooking oil into a frying pan, and toss lightly. Season with onion, salt, pepper,

and a little cayenne. Add an equal quantity of hot boiled rice. Toss together and fry until the rice assumes a creamy color.

Have ready some hard boiled eggs. Place the fricassee of fish upon a hot platter; dress with two rings of the white of hard boiled eggs. Put the yolks in a ricer. Squeeze a little of the yolk through to look like yellow down. Sprinkle with chopped sweet gherkin. Garnish with a cross made of two strips of green pimiento. Serve hot.

#### Baked Stuffed Fish

Clean the fish and wipe dry. Have ready sufficient poultry dressing made of bread crumbs and seasoned with sage, onion, salt, and pepper. Stuff the fish. Cover with the buttered paper. Bake until the fish will flake when a fork is stuck into it. Serve in oblong pieces, giving each patron a section of fish and dressing. Serve with egg sauce, or horse-radish sauce.

### GOOD THINGS TO TRY IN SPRING

#### Maple Sugar, Strawberries, and Pineapples are in Season—Their Use in Menus Should Bring Business

There are people who will complain under any circumstances, and at this time of year, they are sure to say, "How we get tired of everything. It must be because we have grown weary of the winter offerings, and new supplies have not begun to come into market yet!"

But they have! Strawberries, pineapples, and good things made of fresh maple sugar are with us. So let us start off for a spring business of unusual volume. Here are a few good things to try:

#### Maple Ice Cream

Prepare either a rich French vanilla ice cream mixture, or the regulation Philadelphia ice cream. To each quart of either, add one cup of maple syrup. Freeze and serve with maple sauce.

#### French Ice Cream

Prepare French ice cream by making a custard according to the following proportions, multiplying it as much as you wish:

1 quart rich milk	10 egg yolks
1 quart heavy cream	2 tablespoonfuls vanilla
1 pound sugar	1 level teaspoonful salt

Beat the egg yolks, blend with the sugar, and turn the hot milk over this. Add the salt, return to the fire, and cook until the custard is formed. Cool. Add the whipped cream and the flavoring.

#### Philadelphia Ice Cream

2 quarts medium heavy cream	2 tablespoonfuls vanilla
1 pound sugar	1 level teaspoonful salt

Mix without cooking. Freeze.

#### Maple Sauce

1 pint maple syrup	$\frac{3}{4}$ pint cream whipped
4 eggs	Salt

Separate the eggs. Beat the yolks until thick and lemon colored. Add the maple syrup. Put into a double boiler and cook until the mass thickens. Add the salt and set aside to cool, beating frequently. When cold, fold in the whipped cream and stiffly beaten whites of the eggs. If wished, chopped nuts may be added.

#### Maple Frosting

This is very nice for small, individual cakes or for layer-cakes.

1 pint maple syrup	2 egg whites
1 pint boiling water	1-3 teaspoonful cream tartar

Dissolve the cream tartar in the water. Add the maple syrup and boil until the syrup will spin a thread. Have the stiffly beaten whites ready and pour the hot syrup on this, beating steadily until all is of a smooth consistency. Use plain or with chopped nuts.

#### Maple Parfait

1 quart maple syrup	10 egg yolks
1 quart cream	

Multiply this as many times as necessary. Heat the maple syrup, beat the egg yolks, turn the maple syrup over this. Return to the double boiler and cook until thick. When partly cold, add the stiffly beaten cream. Turn into the freezer and let stand well packed in salt and ice for four hours. Serve small helpings in paper cases. Sprinkle the surface with chopped almond meats and serve with a lady finger.

#### Maple Custard Pie

With a sharp knife, shave one-third of a cupful of fresh maple sugar. This should be flattened down level in the cup with a spoon. Take one-half cup of cold milk. Pour over the maple sugar. Put over the fire, being careful that the milk does not burn. Heat until the maple sugar is melted. Now prepare the custard filling as usual, using two cups of milk, three eggs, an eighth teaspoonful of salt and nutmeg to season. Beat the eggs, blend with the maple sugar, milk, and seasoning. Bake as usual in one deep crust. Sprinkle the nutmeg on top.

#### Maple Sugar Cookies

For these delicious tidbits, what is known as "soft sugar" should be used. This is maple sugar which has not been boiled enough to make it solid when cold, and yet has been stirred sufficiently to form a soft, grainy mass.

Take one pint measure of this soft maple sugar, one cup butter or butter substitute, two eggs, one-half teaspoonful salt, one cup thin cream, one quart flour, three teaspoonfuls baking powder, two teaspoonfuls vanilla extract.

Cream the butter, add the soft sugar, the beaten eggs, the cream and flavoring, and the flour sifted with the baking powder. Roll out rather thick. Cut not too large and bake in a moderate oven. The surface should be shiny and the cookies tender.

#### Strawberry Shortcake

Prepare as indicated for pineapple shortcake. Fill with sweetened, crushed berries. Finish with whipped cream, and garnish with whole berries.

#### Strawberry Ice Cream

To each quart of Philadelphia ice cream mixture, add one pint of strawberry juice and pulp. Slightly sweeten. Freeze, and serve with fresh Strawberry Sauce.

#### Strawberry Sauce

1 cup butter	2 pints strawberries
1 cup powdered sugar	2 egg whites

Beat the egg whites stiff. Cream the butter, add the powdered sugar. Cream until perfectly smooth. Fold in the egg whites, and lastly the crushed strawberries. Serve very cold. As this is rich, a little of it is sufficient as a dressing for each serving.

#### Pineapple Sherbet

Prepare a plain water ice by taking one quart of water, one pound of sugar, four beaten egg whites. Boil the sugar and water until a syrup is formed. Allow to cool. Fold in the beaten egg whites. To this add one pint of shredded pineapple, and the juice of a lemon. Freeze.

# Ice Cream Department



Conducted by ALFRED C. FRASER

## Urges Co-operative Advertising

New-Comer to Industry Would Educate Public to "Ice Cream—the National Dish"—Suggests Money-Saving Innovations

A BEGINNER'S view of the problems confronting the ice cream industry was given by Karl B. Mory in a speech before the recent convention of the Wisconsin Association of Ice Cream Manufacturers, and because of the detached point of view the suggestions contained in the speech should be valuable to all makers of the frozen dessert. Mr. Mory, who is vice-president of the Mory Ice Cream Company, but recently established at Appleton, Wis., makes a plea for more co-operation, not only on the part of the State but of the National Association as well. He also advocates co-operative and educational advertising, with the slogan: "Ice Cream—the National Dish," and would put into effect a number of labor and money saving innovations, all of which call for co-operation.

Mr. Mory's speech was, in part, as follows:

"Most of you know that this is our first season in the ice cream business and this places us in a position to view its various activities in probably a little different light than you, who have been in the business a number of years. And the one thing that we think stands out head and shoulders above all other questions, is a lack of proper organization among the ice cream manufacturers of the state of Wisconsin.

"By this I do not mean to cast reflections on our present organization. It's a fine thing but it doesn't go far enough. We get together only once a year and after a fine time for two days we all go home and do not see each other for another year. If you stop to realize, gentlemen, we are just about the most poorly organized industry in the state. And there is no excuse for it. Wisconsin isn't so large that we can't all get together once a month and talk business conditions over in an intelligent manner, instead of groping around in the dark the way we are now doing.

### Work Together, Not Pull Apart

"My suggestion would be to open a small office in Milwaukee. I believe Milwaukee would be the logical location for this office because it is more conveniently located for all of the manufacturers than any other city. The expense would be very small. All we would need would be one room under some capable man. We wouldn't require the services of a high salaried attorney at this time. But what I want to see done is to get the manufacturers working together instead of everybody pulling in a different direction.

"With an organization such as I have outlined innumerable things could be accomplished. A credit bureau could be established, the cabinet question could be thrashed out and settled and I might say right here that I honestly believe that within the next year or so you

will see this practice abolished. And another thing this office could do would be to help work out the tub problem. I am just going to say a few words about the return of tubs and then I am finished.

"This tub problem is no doubt a time worn subject with you. But nothing really seems to have been accomplished to make this service any better than it was five or six years ago. Take our own example for instance. We had efficiency experts install in our plant what is considered one of the best tub record systems, but it doesn't work out entirely successfully.

"Once a week our file clerk runs through the records and mails out cards requesting the dealer to return the tubs which we have charged to him. The dealer probably replies that he has sent the tub back, but we never received it. We can't call this man a liar and tell him that he has the tub, because maybe he has sent it back and it is probably lying back of the depot. So, for the efficiency of our system, we lose a dealer.

"I have heard some people suggest a deposit on every tub but I do not believe this would work out unless every ice cream dealer in the state did it and they all will not do it.

"Most all of you have salesmen out on the road with instructions to send back all of your tubs he sees lying around. But your salesman gets his salary for the business he sends in and not on the empties he finds, so do you imagine for one minute that he is going to run the risk of losing a customer by calling him down for not cleaning his cans and returning them promptly? I should say not.

### Man to Chase Back Empty Tubs

"My suggestion in this matter is for our association to hire a man during the rush season. Give him a car and let him do nothing but travel around the state and chase back empties, keeping in touch at all times with our office at Milwaukee.

"And I would go a step further. The State Law clearly defines that all cans shall be cleaned and returned 72 hours after being empty. State Dairy Commissioner George J. Weigle has always shown himself to be very much interested in bettering conditions of the ice cream industry, and we could assist him very much by getting after the dealers ourselves. He could deputize our man without pay from the state, which would give him the necessary authority to wake up a few of the dealers. I feel sure Mr. Weigle would be more than glad to co-operate with us and would probably pick us out a very capable man.

"I have figured out the cost of putting this man on the road and it would be approximately \$400 a month,—

\$200 salary and \$200 expenses to include all motor upkeep. The last list of state manufacturers showed a membership of 40 which would be \$10 apiece per month. Not even the cost of 2 packers lying around somewhere. Isn't it worth that much to you gentlemen to know that some one is out chasing up your empires all of the time? Two men would be much more effective and that would only cost us \$20 apiece. Or if you should prefer to prorate the expense, pay it as you do your dues in the National Association, according to gallonage.

"There is just one other thing in which we are not quite up to the minute, and I refer to the National Ice Cream Association rather than ourselves, and that is co-operative and educational advertising. I have noticed that the coffee merchants of the United States have recently joined the ever widening circle, with the slogan "Coffee—the Universal drink." Why not "Ice Cream—the National dish?"

"The Wisconsin State Association should go strongly on record endorsing a move of this nature and should take it up with the National Association at once."

### COMPLIMENTS ICE CREAM MEN

**Fine Record of New England Manufacturers' Association Told at New Haven Convention—Samuel Dolbey is New President of Organization**

The two day convention of the New England Ice Cream Manufacturers' Association, held in New Haven was characterized, at its close, as the most successful the organization has ever held. More than 200 members attended and took part in the business sessions, while the number was swelled to 300 at the banquet which ended the meeting.

A large number of speeches marked the convention, but none was received with more pleasure than that of Dairy Commissioner Holt, who complimented the members on their fine record, and told them that it had been a pleasure to work with them. Commissioner Holt told of his friendly relations with the Connecticut members of the association and said that they had always shown themselves most willing to co-operate with him in seeing to it that the laws pertaining to the industry were properly enforced.

According to the report of Secretary Kennison, there are 76 active and 54 associate members in the organization, and according to the treasurer a flourishing financial condition exists. At the annual election of officers, the following were chosen: Samuel Dolbey, of the Dolbey Ice Cream Company of Providence, R. I., president; H. N. Slingerland, of the Coon Ice Cream Company of Burlington, Vt., vice-president; W. H. Snow, of the Snow Ice Cream Company of Somerville, Mass., treasurer; and G. W. Kennison, of the Jersey Ice Cream Company of Lawrence, Mass., secretary. John Semon of the Semon Ice Cream Company of New Haven, the retiring president, was chosen as a member of the board of directors of the National Association, as representative of the New England division.

The opening day of the convention was devoted to informal discussion of general problems and a visit to the model ice cream factory of the retiring president. In the evening Mr. Semon entertained the members again at dinner. At the banquet which closed the proceedings, Mayor Fitzgerald of New Haven spoke in greeting to the manufacturers and was followed by Charles W. Hoyt, an advertising expert, who went into detail on market conditions in the ice cream industry. Other speakers were Postmaster Philip Troup, Col. Robert O. Eaton, Charles G. Morris of the New Haven Dairy Company, Oliver Jordan, president of the National Supply Men's

Association, Col. Charles W. Pickett and Arthur J. Sloane.

During the final executive meeting a resolution was passed urging the repeal of burdensome taxes and deprecating a tendency toward too stringent control of the industry by the government. Prices were also discussed and the manufacturers expressed a desire to cut the cost to retailers as soon as possible, April 1 being set as a tentative date.

The executive committee for the ensuing year was decided upon as follows: W. R. Comfort, Jr., Boston; Harry Wadham, Bridgeport; L. M. Theraux, Taunton, Mass.; Charles G. Morris, New Haven; F. E. McIntosh, Burlington; E. W. Parke and Harry Tate, Springfield; and J. G. Turnbull of Orleans, Vt.

### ICE CREAM CONSUMPTION GROWS

**Department of Agriculture Shows That During Hot Months of Last Year, Public Ate 4,700,000 Gallons More Than Year Before**

When the American public gets its appetite all polished up for an ice cream orgy, it surely can turn a mean freezer. Also the soda fountain trade can be cheered by the fact that the demand for the frozen sweet grows every year.

The last report of the department of agriculture on ice cream showed 59,300,000 gallons made in factories in the quarter ended with September last. That is about 4,700,000 gallons more than in the same quarter of the previous year. Divided among 106 millions of people it would give each a little more than two quarts. That is not a large allowance for three months of warm weather.

Ice cream in the vicinity of New York brings 65 to 70 cents a quart, retail; about 75 per cent above 1913. The manufacturer in the last year has received the benefit of a heavy slump in the price of evaporated and condensed milk used as raw materials of ice cream. Failure of the big market for American canned milk built up in Europe during the war left large stocks in warehouses which are still being liquidated. Some large exporters reported a decrease of 80 per cent in shipments in December. There was little domestic buying on a large scale, with prices as low as \$6 per hundred pounds for sweetened condensed skim milk in bulk. Many condenseries have been closed.

### LOUISIANA ICE CREAM MEN ORGANIZE

A large number of ice cream manufacturers of Louisiana met recently in Alexandria and formed the Louisiana Association of Ice Cream Manufacturers.

W. W. Campbell, of Shreveport, was elected president; E. R. Harris, of New Orleans, vice-president; N. F. Manning, of Monroe, secretary and treasurer. The board of directors is composed of the officers with the addition of the following: F. G. Britske, of Alexandria; E. L. Murphy, of Baton Rouge; and A. A. Lay, of Natchitoches.

Among those who attended the meeting were S. M. Sutton, of Vicksburg; J. H. Orvin, of Monroe; M. G. Gill, of Alexandria; C. A. Kent, of Kentwood; Ben C. Brown, of New Orleans; A. M. Thornton, of Shreveport, and E. B. Watson, of Lake Charles.

The object of the meeting was to establish and maintain a friendly and closer relation among those engaged in the manufacture of ice cream, to promote and safeguard the common business interests of its members, and to take united action on all matters pertaining to and affecting the welfare of the trade at large.

A resolution was passed to co-operate with the state board of health in enforcing a higher sanitary standard on ice cream products.

**"KING ICE CREAM" INSPIRES  
RHAPSODICAL TRIBUTE AT  
NEW ENGLAND CONVENTION**

Not even the men who manufacture ice cream had any idea what a wonderful product it was until at the convention of the New England Ice Cream Manufacturers' Association, Philip Troup, postmaster at New Haven, told them in a prose poem. Speaking to the toast "King Ice Cream," he said:

"This feast of reason and flow of soul surely should not end without its tribute to the great silent host of this happy occasion. The realms of fancy have been filled to overflowing with poetic praise of the cup that cheers and the weed that solaces; but consider for a moment the virtues of one that always comes laden to us with all the joy and gladness of sparkling wine and all the soothing comfort of a good smoke—yet exacting none of their penalties.

"No tongue, that has partaken of his rich bounty will deny his rare delights. Our good friend is comparatively speaking, very young; yet fabled Greece and imperial Rome in all their glory could not boast a better art than his—the art of bringing relief and refreshment to teeming millions.

"From every cheerful hillside and pastured valley where the lowing herd homeward wends its weary way, from that feathery domain, where proud Chanticleer heralds the dawn of each new day, he has drawn his inspiration and his strength. Every harvest pays him royal tribute and the best from vine and fruit tree; indeed, all the sweetness of mother earth gives a savor and flavor to his splendid soul.

"In him are strangely mixed all seasons, the vigor of winter, the liveliness of spring time, the balmy joys of summer, the pep of autumnal days.

"Every age, race and sex calls him boon companion and every clime claims him for its very own. Would you awaken the sound of rollicking laughter from the cherry lips of childhood or drive dull care from the wrinkled brow of age, you have only to call upon our friend.

"At all times he is seasonable, in all places serviceable. In the happy home circle he is ever welcome. Cupid ranks him first and foremost among his tried and true lieutenants.

"In the sick room, where fever flirts with death, he is a veritable ministering angel, the doctor's and the nurse's surest aid. At the festive board he crowns all with plenty and with satisfaction.

"In a thousand artistic forms he makes his presence known, in countless ways he aids mankind, proving again the Miltonian line that 'they also serve who simply stand and wait.'

"So we hail him, this bountiful brother of good cheer. Weep as you will at the doleful fate of poor old John Barleycorn, find solace if you can by worship at the shrine of the Little God Nicotine; tonight I know you will join me in pledging a long life to one who is as good and great as either of them, this prince of every feast and function, this Emperor of Joyland, God bless him, King Ice Cream!"

**PLAN ICE CREAM STANDARD IN OHIO**

**Manufacturers' Association Objects to Butter-Fat Substitutes—Delegations at Convention Say Reduction in Price Will Offset Increase in Express Rates Granted by Interstate Commerce Commission**

The question of establishing a standard for ice cream throughout the whole of Ohio was considered recently at a joint meeting of the members of the Ohio Ice Cream Makers' and Dairywomen's Associations. The ice cream men unanimously opposed the substitution of coconut or any other oils for butter-fats in the manufacture of their product.

The increase in express rates granted by the interstate commerce commission will not affect the retail prices of ice cream at present, it was said by delegates. The utilities commission denied the request of express companies to make a further increase in the rate of 15 per cent and Secretary A. S. Burket, of the state association, who is also attorney for it, announced that the commission has postponed until March 4 any advance on the part of the express companies. The commission will in the meantime make further investigation of the issue.

But within the past 30 days there has been a reduction of approximately 10 per cent in the price of ice cream on the part of manufacturers, and this will offset the increased express rates.

"The retailer will have to pay the increased rates," Secretary Burket said. "The price of ice cream is fixed by the manufacturers, f.o.b. cars at place of manufacture, and the cost of transportation is paid by the person to whom the cream is assigned, and it will be up to the retailer to decide what increase, if any, is made. It is not probable, however, that there will be any increase at the present time."

Mrs. Francis Donovan, of the Elizabeth McCormick memorial fund, Chicago, in an interesting address delivered before the delegates told her audience that the capacity of American parents and their children for ice cream had not as yet been fully measured, and predicted that as the people became more familiar with its food values, the greater would be the sales. The McCormick memorial fund, the speaker explained, was a foundation established by Mr. and Mrs. Cyrus McCormick, in memory of their daughter. Income from the fund is devoted to the improvement of child life in the United States, and Mrs. Donovan explained that she, as one of the staff members, is stressing the use of buttermilk and ice cream in all nutrition classes for underweight children in the public schools.

Officers were elected as follows: president, Stanley Ross, Columbus; vice-president, John Hemmer, Zanesville; and treasurer, J. H. Cline of Athens.

**LAW FOR PURER ICE CREAM**

**Dayton, Ohio, Recognizes Frigid Sweet As a Necessity, And Discusses Steps Leading to More Sanitary Manufacturing Methods**

An ordinance is now being prepared in Dayton, Ohio, to provide for the making of a better quality of ice cream. The move is part of the general program for improving the standard of sanitary and hygienic conditions.

According to Dr. A. O. Peters, acting welfare director, the ordinance will require improved sanitary conditions in the manufacture of ice cream, thus raising the bacteriological standard.

Discussing the proposed law, which will be one of the first presented the city commission for passage by the health department, Dr. Peters said:

"Ice cream has ceased to be a luxury, it is now a necessity. With this fact in mind, we have deemed it

necessary to provide certain provisions in its manufacture, which will improve its quality and simultaneously provide a better protection to the users of this delicacy.

"Sufficient attention has not been paid to ice cream before it is frozen. We intend to correct this condition. It is our intention to improve the standard of milk used in the manufacture of ice cream. This will be done by the decreasing of the bacteria content and the general inclusion of sanitation methods.

"Generally speaking sanitation in the manufacture of ice cream is satisfactory in Dayton. Makers of this product have taken it upon themselves to see that their factories comply with the provisions of sanitary laws. We have but little complain on this score."

### ICE CREAM A BALANCED RATION

#### Contains Fats and Sweets In Very Nourishing Proportions—Is Helping to Bring Down High Cost of Living

When ice cream first began to be popular, it was served as the finish to a full meal. Later, frozen good things were served with courses, and it was discovered that creams, sherbets and water ices possessed undoubted food value.

From time to time, the public reads in newspaper advertising or hears by word of mouth, that ice cream is all nourishment, being composed of milk, cream, eggs, sugar, fruits or fruit juices, flavoring, nuts, and similar ingredients, but it has never realized the full extent of the nutritive value of the frozen dessert.

Many workers find that they can do a better afternoon of work if they do not eat too heartily at noon, and a repast consisting of perhaps a sandwich, a cup of coffee, and a dish of ice cream furnishes ample in the way of food value, without retarding the brain processes.

Other people have helped readjust the cost of living by cutting out the expensive noon meal which cost anywhere from one to two dollars, and substituting a quickly served luncheon procured in a quarter of the time, and at an expense of forty or fifty cents.

It has now been shown that ice cream made of 8 per cent or 10 per cent butter fat, is an ideal food for the nursing mother, for the reason that the materials contained in the ice cream can be changed into the ideal food for the child, with the least possible expenditure of energy.

The food value of candy is also more than is generally realized. The United States Department of Agriculture shows that an individual employed in active labor, will require about 3,400 calories or heat units per day. 52.91 per cent of these should be carbohydrates or sweets; 9.41 per cent of proteins (such food as meat, beans, cheese, or the curd of milk); 20.59 per cent of fats; and the balance 17.09 per cent of ash, mineral salts, etc.

Some of the higher grade candies are composed of sugar, cream or milk, with sometimes the addition of fruit or nuts. Such candies have been analyzed and a number of them found to average 56.12 per cent of carbohydrates or sugars; 12.41 per cent of proteins; 26.67 per cent of fats; and the balance of water, ash, etc. Such candies offer a very concentrated and high grade food, their greatest lack being in bulk.

This analysis explains why candy rightly constitutes a valuable part of the daily ration of a soldier or one engaged in strenuous occupation of any kind.

### WANT CO-OPERATION IN CANADA

At the third annual convention of the Western Canada Ice Cream Manufacturers' Association, held in Winnipeg, Manitoba, the value of ice cream as a food product was strongly emphasized. J. W. Carlyle, the president, urged the necessity of co-operation on the part of manufacturers of all the provinces in the development of the industry.

D'Arcy Scott, secretary of the National Dairy council,

spoke on the value of the ice cream industry and the work that has been done by the council to protect its interests and further its cause. He told of the application that had been made to the railway commission to have ice cream placed in the second class with regard to express rates.

Through the efforts of the National Dairy council, pasteurized cream now moves on the commodity cream rate, the speaker showed, and the council also succeeded in having the sales tax taken off ice cream.

A resolution was passed commending the work of the National Dairy council and pledging support to its activities on behalf of the ice cream industry.

### PATENT ICE CREAM CONE TRAY

A patent on an improved tray especially designed to handle ice cream cones and small boxes of ice cream has been granted to William J. and Samuel Harding, residents of Johnstown, N. Y. The former, who handles ice cream at his grocery store, designed the tray and was assisted by his brother in perfecting it.

The tray consists of a flat body, which may be made as large or as small as desired, either of cardboard or a more substantial material, with the desired number of opening for ice cream cones and a rectangular opening of sufficient size to receive a small box of ice cream, a receptacle being suspended in the center beneath this opening to hold the box of cream and at the same time serve as a support for the tray. Four legs placed at the corners give additional support, while a handle is provided in the middle of one side, with which to carry the tray.

### Ice Cream from Milk and Unsalted Butter

(H. H. D.)—Your inquiry calls for an ice cream made from whole milk and pure unsalted butter in such proportions that the finished product will contain from 12 to 15 per cent of butter fat. This is done by preparing a homogenized cream in an emulsifier and then freezing the mixture in the usual manner. Whole milk contains from 3½ to 4 per cent of butter fat, while pure unsalted butter (the only kind that should be used for making a homogenized cream) contains on an average 84 per cent of butter fat. Assuming the milk you will use averages 3¾ per cent fat, and that the butter will contain 84 per cent fat, the quantities necessary to make approximately 60 gallons of ice cream containing about 13 per cent butter fat, will be about as follows;

Milk (3¾ per cent fat).....	400 pounds
Pure unsalted butter (84 per cent fat) 50 pounds	
Sugar .....	42 pounds
Gelatin .....	1 pound
Vanilla extract (or other flavoring),	
about .....	18 fl. ounces

These are standard basic proportions for the quantities of sugar, gelatin and flavoring. The percentage of butter fat is, of course, based upon weight, the quantity of each ingredient given being for making a finished product weighing about 500 pounds, which under ordinary conditions will measure about 60 gallons. The actual volume the finished product will really occupy, however, will depend upon the maximum "swell" the mixture reaches in the freezing operation. This depends entirely upon the individual manufacturer and the amount of air incorporated in the "mix." If it be found that the quantities are too great to work in your 60-gallon freezer and thus interfere with the swell desired, proportionately smaller quantities of the materials may be employed. Such a procedure will in no way change the proportion of butter-fat in the finished ice cream.

## The Editor's Correspondence

### WAR TAX HURTS BUSINESS

Editor, THE SODA FOUNTAIN,

I see an item in the February number of THE SODA FOUNTAIN in regard to an investigation showing the effect of the war tax on the ice cream trade in Portland, Ore. It stated that about 75 per cent of the trade had been lost because of the six cent cone. That is about my experience, only more so. I also found that the tax affected my plate trade. I have across from me the grammar and high schools, with about 1,250 scholars, and before the war tax was placed on cones I sold from 100 to 250 a day, depending on the weather. My trade immediately dropped to from 15 to 50 a day and has never improved. We cannot afford to sell a cone for five cents and give the government one cent of it, so we have had to lose that much trade. I have seen hundreds of children disappointed because they could not get a cone for their five cents, and I have also had a lot of kicks from adults about the extra cent on ice cream sodas.

Very truly yours,

S. R. BROWN,  
Penns Grove, N. J.

### ON BUYING FOUNTAINS NOW

Editor, THE SODA FOUNTAIN,

In going over the soda fountain situation and trying to analyze the reasoning of the fellow who is waiting for lower prices, the writer has gone back and taken our prices based on 1916 and 1917 costs and compared them with the present day list prices. We find from this comparison that our soda fountains have actually increased in price on an average of 25 per cent. Some more than this and some less, but this would be a fair average of the increase.

Admitting that material will decrease in price and has come down considerably, possibly 20 or 25 per cent, we still have labor at a reduction of only 10 per cent from our highest price during 1920 and as labor enters into the cost of the soda fountain very materially, in fact about 2-3 as much as the material, we cannot hope to ever get our prices back to the pre-war basis as I do not believe, nor does anyone else that I have talked to, that labor will get back to the old prices where we were paying 50 and 55 cents an hour for sheet metal work.

There is one thing we have all lost sight of in regard to the soda fountain situation and that is that the soda fountain was a non-essential industry. In fact, there was practically no business in our line during the war. Consequently, there was no increase in prices. We were selling soda fountains up to 1919 at the same prices we did in 1916 and 1917. That is what soda fountains we sold. Therefore, there has not been the increase in our line that there has been in almost every commodity and until labor is reduced, we do not believe there will be a great decline in prices and at the most this could not be over 15 or 20 per cent.

We are already making reductions in some of our goods of as much as 10 or 15 per cent and we therefore cannot see any reason a dispenser should feel that he must wait another year for lower prices as the greatest saving he could hope for would be a reduction of possibly 10 per cent under the 1921 prices. On a soda fountain costing \$2,000, his saving would amount to \$200. The benefit he would get from the increased volume of business would more than offset this reduction in price.

If we could only get the dispensers to realize these facts it no doubt would be the means of stimulating business.

I wish that in an editorial you could put these facts before the public strongly enough to help restore confidence and I firmly believe that if all the journals worked together along this line they could produce some very effective results.

Yours very truly,

THE RUSS MFG. COMPANY,  
L. D. Lines, Mgr. Soda Ftn. Dept.

### COCA-COLA ISSUES DETAILED STATEMENT

The Coca-Cola Company has issued a detailed statement of its business for 1920 in explanation of its previous brief report. The original statement was misunderstood by some stockholders and caused a decline in the market quotations of the stock. According to the amplified statement, the firm's losses on sugar and other materials is placed at \$2,201,992; cash on hand and in banks, \$1,977,434; notes and accounts receivable, \$1,120,735; government bonds and W. S. S., \$29,394; and inventories, \$3,779,433. Net income is placed at \$4,641,158, from which are deducted the sugar losses, dividends and taxes, leaving added to surplus the sum of \$303,147.

In explaining the preliminary report, C. H. Chandler, the president, explains that it was only intended as a brief profit and loss note for stockholders, and that the officers had no idea that it would be misinterpreted or cause criticism of the standing of the company.

### SCHULTZ RECEIVERS APPOINTED

George V. S. Williams and James I. Sullivan have been appointed receivers in \$50,000 bond, for Carl H. Schultz, mineral water manufacturer. The action is in a suit brought by Orla Rubsamen individually and as a receiver of a trust created by an agreement dated Nov. 17, 1909, and Irma Rubsamen, Marie Aufermann, Heda Brigham, Elsie Vilas and Augusta Hobart, creditors for \$35,719. It is stated that the defendant is a corporation organized under the laws of New York State, with a capital stock of \$200,000, and that several judgments have been taken against it.

## Favorite Fountain Formulas

### Grape Punch

To each pint of grape juice, use the strained juice of six lemons, one pound granulated sugar, two quarts water. Boil sugar and water, add grape juice, and lemon juice. Serve with a small piece of pineapple, and a thin slice of orange on top of each glass.

### Coffee Meringue

Whip one pint sweet cream. Sweeten. Have ready hot coffee freshly made, also boiling hot milk. Put a tablespoonful of hot milk into each cup. Fill with hot coffee. Add a tablespoonful of whipped cream. Stir once.

### Egg Nog

Shake one egg thoroughly with two ounces of vanilla syrup. Pour into a glass, fill with rich milk, sprinkle with nutmeg. Serve very cold.

### PROHIBITION PROFITS

"But just think of the money Prohibition puts in a man's pocket," said the good deacon. "That's right," agreed the unregenerate backslider. "An ice-cream soda only costs about five times as much as a glass of beer used to."—*Philadelphia Record*.

## News Notes of the Trade

### Arkansas

Little Rock.—The Coca-Cola Bottling Company has leased a big brick building at Pine Bluff and will occupy it within a short time.

### Delaware

Smyrna.—The W. E. Messick Ice Cream Company has completed a new plant at Salisbury, Md., and will start operations at once. The factory will have an initial capacity of about 30 tons a day.

### District of Columbia

Washington.—A permit for the erection of an addition to the Chapin-Sacks ice cream manufacturing plant has been granted by the district building inspector. The addition will cost \$25,000.

### Florida

Dayton.—The Fruitee Manufacturing Company is planning the erection of a new local factory to make fruit extracts. R. I. Hallard, secretary and treasurer of the concern, is in charge.

### Georgia

Atlanta.—Marshall's Pharmacy will soon install a quantity of new equipment, including a direct-expansion freezer, hardening room and milk cooler. Contracts for the work are to be awarded at once.

Macon.—W. C. Ivey, who is associated with the Odom Ice Cream Company, has just returned after completing a course in dairying and ice cream making at the Ames University of Iowa. Mr. Ivey won first prize in his course of study.

Savannah.—Benjamin J. Ford, former president of the Chatham Ice Cream Company, has gone to Brunswick with the intention of starting a new ice cream factory. Mr. Ford, who was formerly a resident of Brunswick, plans a chain of plants in various cities, including Jacksonville, Fla., Raleigh and Charlotte, N. C., and Chattanooga, Tenn.

Brunswick.—The Glynn Ice Cream Company, a new enterprise, reports that it is meeting with liberal patronage. The plant is in charge of H. R. Smith, who is experienced in making the cooling commodity. The factory will have a daily capacity of 500 gallons when operating at full time, and will be able to take care of the trade of the town as well as the country territory to it.

### Illinois

Elgin.—The Louis Blum Company has taken the ground floor of an adjoining building in order to care for an increase in its wholesale and retail ice cream business. The new quarters permit of a large ice cream parlor in front, and an increase to its manufacturing capacity at the rear. New freezing machines as well as shipping, hardening and cold store rooms are being completed.

### Indiana

Fort Wayne.—The Fort Wayne Creamery Company, which has been reorganized under the old name, has started to manufacture ice cream. W. H. Collins, of the Collins Brothers Ice Cream Company, is general manager. Mr. Collins is severing his active connection with the big Chicago concern and will move to Fort Wayne to supervise the running of the new plant. The creamery company has been revived with J. C. Hutzell as president; F. W. Tielker, vice-president, Charles A. Spanley, treasurer; William Wyss, secretary. These men, together with the following, compose the board of directors: W. H. Collins, Harry Hattersly, Guy Colerick, Robert Head, H. G. Hogan and D. J. Ziegler.

Columbus.—B. F. Morledge has been granted a patent on a sanitary milk-bottle stopper. The stopper also serves as a milk and cream separator. In the stopper

is a rubber tube, which, when lowered to the depth of the cream in the bottle, enables only the cream to be drawn off. By lowering the tube to the bottom of the bottle, the milk can be drawn off while the cream remains in the bottle. The stopper, which can be made of rubber, wood or metal, can be left in the bottle so long as any milk remains.

Lafayette.—The Chamberlain Ice Cream Company has taken bids for the erection of a new two-story factory, which will cost about \$50,000 to build.

### Louisiana

Monroe.—The firm of Watson & Aven, ice cream manufacturers, has just completed its new creamery plant with the exception of some additional machinery that is expected soon. The movement marks the beginning of plans to establish a large dairy center at Monroe, and the concern proposes to buy from all the dairymen in the territory.

New Orleans.—The Coca-Cola Company has opened its new and model plant which will furnish syrup for this state, Mississippi, Tennessee, Texas, Arkansas and Florida. The factory, when running at full capacity, can turn out 25,000 gallons of syrup a day. B. Neal Harris, manager, and W. T. Heath, vice-president of the concern, at Atlanta, were present at the opening.

### Maine

Lewiston.—The Coon Ice Cream Company has sold its Portland Creamery to E. L. Hines of Lynn, Mass. The former manager, Mr. Haywood, is to go to Portsmouth, N. H., to take charge there of the new Coon Company creamery. The Poland plant will be under the management of Roy Fletcher.

### Maryland

Baltimore.—The Manufacturing Confectioners of Baltimore met recently at the Hotel Rennett for a dinner. Those present were Harry R. Jones, G. Henry Uhlenberg, Jerome F. Blome, Edward J. Burns, S. C. Maconachey, J. Walter Jackson, John H. Blome, William A. Goetz, James A. Clark, William H. Pouder, F. E. Foos, Elmer H. Josselyn, Louis Berkmeier, W. T. M. Lucy and H. G. Milburn.

All negotiations have been completed for the taking over of the ice cream business of the City Dairy Company of Baltimore by the Hendler Creamery Company. The milk business of the City Dairy Company was recently acquired by the Western Maryland Dairy Company. The new deal makes the Hendler Company the largest manufacturer of ice cream in Baltimore. The concern also does a large amount of business in other parts of the state.

A new association of soft drink manufacturers known as the Maryland Bottlers of Carbonated Beverages has been formed to conduct a campaign to elevate the standards of the business. After adopting a set of by-laws, the following officers were elected: Irving M. Oberfelder, president; T. C. Parker, treasurer; W. L. Griffith, vice-president; E. W. Piper, secretary. E. A. Rinehart of Cumberland, W. W. Manly of Cambridge, E. C. Kelly of Havre de Grace, and W. J. B. Shanks, Frank Phillips, and C. E. May of Baltimore were chosen as the board of governors.

### Massachusetts

Worcester.—A settlement has been recorded in the Supreme Court in the \$2,000 suit of Eugene F. Raymond against the Tait Bros. Ice Cream Company. Raymond alleged he was struck and injured by an automobile owned by the Tait.

Fitchburg.—W. D. Anatos, head of the firm of Anatos Brothers, candy makers, has leased ground floor property for a new establishment. Improvements will be made to cost \$20,000.



**North Adams.**—The Trojan Ice Cream Company has taken bids for the erection of its proposed new local factory. The plant, to cost about \$60,000, will include freezing and hardening rooms and packing and shipping departments, according to George Healey, the manager.

**Framingham.**—The Wellworth Company has opened a new candy shop in the recently completed Park Building. The candy store is in connection with a bakery.

**Pittsfield.**—The Berkshire Brewery has ceased the making of beer and will now manufacture soda water on an even larger scale. The decision was reached at a recent meeting of stockholders.

**Springfield.**—The Home Extract Company has been incorporated to manufacture soda extracts and spices and the plant of the Eastern Products Company at West Springfield has been taken over, as the building is equipped with the necessary vats and machinery. The new concern will start operations at once.

**New Bedford.**—George Peterson, at one time proprietor of the Maine Ice Cream Company, has gone for an extended vacation to Mitylene, Greece, where he formerly lived. The island of Mitylene, although settled chiefly by people of the Greek race, was for a long time under Turkish control. However, it is now once more a part of Greece.

**North Adams.**—Work has begun on the building recently purchased by the Berkshire Ice Cream Company from John Price. When alterations are completed, the concern will manufacture and distribute ice cream. F. M. Hosler, now of Albany, N. Y., but formerly a resident of North Adams, is head of the Berkshire Company. Jerry Siciliano will be the local manager for the firm.

**Worcester.**—Andreson & Paterson, long identified with the wholesale and retail ice cream and confectionery business, have taken a long term lease on a new store which they will open as an ice cream shop.

The bottling plant of the Bowler Brothers Brewery has been sold to Joseph W. Gorman and James Montgomery. The price paid was about \$40,000.

**Lawrence.**—Miss Hannah Holmes, clerk in the Star candy store recently had a trying experience with an armed and masked bandit. The man forced Miss Holmes into the cellar and then robbed the cash register of \$40.

**Lowell.**—William A. O'Malley, assistant cashier of the Old Lowell National Bank, has bought a part of the business of Cameron Bros., consisting of the store and wholesale ice cream plant. The Camerons will continue their wholesale candy business.

#### Michigan

**Flint.**—Tracy Brothers, who sometime ago sold their ice cream business to the Freeman Dairy Company, are now engaged in the soda fountain trade as jobbers in fountain supplies and equipment.

**Galesburg.**—C. E. Griffith will open a candy and soft drink business.

#### Minnesota

**North Branch.**—Gilbert Sederberg has opened a candy business.

**Red Lake Falls.**—Charles Paicurich and B. Lynch will start a confectionery, cigar and billiard business.

#### Nebraska

**Norfolk.**—The Graham Ice Cream Company is having plans prepared for the erection of a two-story plant for which the total cost will be about \$85,000, including machinery.

#### New Jersey

**Morristown.**—The New Jersey Ice Cream Company has obtained a verdict in the First District Court for \$181 against Joseph Kenworthy. The sum of money

was claimed as the balance of a bill for ice cream sold last summer.

**Litchfield.**—Perry Marshall has been arranging for the opening here of the new plant of the Marshall & Lawrence Ice Cream Company of Springfield. The machinery for the factory is expected to arrive in a few days.

**Newark.**—The employees of Schwarz & Son, one of the large candy jobbers of New Jersey, have formed a Mutual Benefit Association, and have decided to hold a reception and dance on April 19. Plans for a novel entertainment are under way. The arrangement committee consists of I. L. Saffer, Frank Sobel, J. F. Ullrich, Adolph Schmidt, Benjamin Ribner, R. F. Hopkins, B. M. Silberman and A. Brown.

The Puritan Ice Cream Company has commenced extension and improvement work on its factory. George W. Wiedenmayer, the president, plans to spend \$15,000 on the work.

**Trenton.**—The Colonial Ice Cream Company, a Pennsylvania concern has filed notice of organization to operate in New Jersey. E. M. Spear is to be the local representative.

#### New York

**Syracuse.**—A new solution of the refreshment problem attached to an exhibit on a large scale has been discovered by officials of the Annual Food Show and Domestic Science Exhibit which will be held in April at the city armory. The women's clubs of the city will be awarded the refreshment concessions, which plan is expected to afford better service for visitors. The ice cream concession has already been awarded to the Syracuse Ice Cream Company.

**Ballston Spa.**—The Bischoff chocolate plant, which has been closed for about a month, has resumed operations at full capacity.

**Poughkeepsie.**—The Poughkeepsie Ice Cream Company has broken ground for a new three story factory, which will cost about \$25,000.

**Long Island City.**—The Cocoa Products Company of New York City has leased for a period of 10 years a factory on Paynter avenue for the establishment of a new plant to manufacture cocoa butter, chocolate coverings and kindred products.

**Brooklyn.**—The Smolin Candy Company has filed notice of dissolution.

**New York City.**—The Uneceda Pure Orange Drink Company has leased property for a term of 15 years and will establish a local factory.

#### North Dakota

**Lakota.**—E. T. Sloan recently opened an ice cream shop.

#### Ohio

**Evansville.**—The Evansville Pure Milk Company is to award prizes of \$10 and \$5 to members of the Evansville Future Citizens' League for the best name for its new brand of ice cream.

#### Pennsylvania

**Reading.**—The Fries Ice Cream Company is making plant additions and installing new equipment in order to increase output. Refrigerating and pasteurizing capacity is being increased 100 per cent, and the freezing capacity 33 per cent.

**Pittsburgh.**—The stockholders of the Pittsburgh Soda Products Company will hold a special meeting at the Clairton offices for the purpose of voting on a proposal to increase the capital stock from \$50,000 to \$100,000.

**West Pittston.**—After thirteen years as a registered pharmacist in the employ of the Farrer & Peck Company, George H. Cadwallader has resigned to go to Wilkesbarre, where he will be employed at the store of

J. Gross Meyers. Mr. Cadwallader is a graduate of the Pennsylvania College of Pharmacy.

Altoona.—James Pantazes and Christ. and Peter Trivelas, proprietors of The Sugar Bowl, a confectionery and ice cream establishment, have bought a three story building from the Baker estate. They will make many improvements, including a candy factory on the second floor, and an ice cream plant in the rear. The new owners will not come into complete possession of the building until 1923, as there are still some leases to run out.

Pittsburgh.—The Dixie Candy Company is being organized by John B. Hackendahl, Clarence J. Knell and William R. O'Common. An application will soon be made for a state charter.

The Pittsburgh Candy and Cigar Company has leased a three story building for immediate use.

Philadelphia.—The Suplee-Willis-Jones Company will begin the erection of a three story addition to its ice cream factory. The addition will cost \$25,000.

The Penn Confection Company has arranged for the establishment of its local headquarters, from which sales will be conducted.

Reading.—The W. G. Hollis Candy Manufacturing Company has completed plans for a \$30,000 addition to its plant.

#### **South Dakota**

Loyaltown.—Andrew Honnef is erecting a new building for his ice cream and confectionery business.

#### **Tennessee**

Knoxville.—The B. L. Johnson Company, manufacturers of candy, have acquired the Wiehaus-McNutt Company and will merge the organization with its own business. The concern recently increased its capital to \$100,000 for purposes of general expansion.

Chattanooga.—The American Candy Company has acquired the local plant of the Southern Candy Manufacturing Company. The new owners will improve the factory and continue it in operation.

#### **Texas**

Houston.—Machinery of the latest type for the manufacture and bottling of carbonated drinks is being installed at the plant of the Eagle Bottling Works, which is designed to have an output of 1,500 cases a day. The officers of the concern are P. C. Del Barto, president; P. L. Scardino, treasurer, and G. Butera, secretary. The manager of the plant will be D. Canessa.

Fort Worth.—J. E. Simmons and his associates, of Dallas, are planning for the erection of a new candy factory. A building has been leased and machinery will be installed as soon as possible.

#### **Vermont**

Randolph.—A. Mazzolini is making extensive repairs and improvements in his fruit store which, after alterations, will contain a new ice cream and soda department.

Rutland.—The Trojan Ice Cream Company of Troy, N. Y., has brought suit in the Rutland County Court against L. Costa of West Rutland to recover \$265, which sum is alleged to be due for ice cream dispensing fixtures sold to the defendant. The case is returnable this month.

#### **Virginia**

Bristol.—The Holston Creamery Company has awarded a contract for the construction of a four story ice cream factory to cost \$100,000, including an ice plant adjoining.

#### **Washington**

Spokane.—The Spokane Cider Company is to be reorganized with an increase in capitalization, and will be known as the Spokane Fruit Products Company. The old equipment, building and grounds will be used, and a new machinery building will be erected. Those

most interested in the reorganization are C. H. Feilberg, Albert Feibler, Richard Peterson and J. H. Neville.

#### **West Virginia**

Morgantown.—The Morgantown Bottling Works will soon call for bids for the building of a new three story plant. Jack Wills is the manager of the firm.

#### **Wisconsin**

Livingston.—James Watson has opened a confectionery store.

Waterford.—E. F. Ebert is opening a store and will engage in the ice cream and candy business.

Chippewa Falls.—I. H. and H. H. Kelley will open a confectionery business.

West Allis.—Mrs. J. Kane has opened an ice cream and confectionery business.

Waterloo.—Henry J. Noipert is re-engaging in the cigar and confectionery business.

#### **Wyoming**

Cheyenne.—Cheyenne is to get "Denver" ice cream made in town as soon as the Corbett Ice Cream Company of Denver can equip a factory on the site of the Salvation Army building. The concern, while supplying a big trade in Denver and Laramie, intends to produce here for this territory. The factory will probably include a cold storage plant as well as the manufacturing machinery.

### **HONEST ANSWERS TO THESE QUESTIONS MAY HELP YOU BUILD A BETTER BUSINESS**

Is my ice cream so good that it discourages competition? Are the sauces and dressings which I serve the best which can be produced and of uniform excellence?

Is the container in which my plain syrup is prepared kept clean about the top and in the workings of the faucet, so as to discourage fermentation?

Do I make frequent comparative tests of flavors and prepared syrups and fruits, both as offered by others in the same line and by wholesale houses, so that I may get the best for the money I spend?

Am I running along in just the same way, month in and month out, without any definite improvements or special advertising stunts, or a carefully mapped out, business-bringing campaign?

Am I making as much of the fancy box and basket trade of fine confections as I might?

Have I an up-to-date mailing list of the young men likely to be interested in gift packages of choice confectionery?

Have I investigated as carefully as I should, the sanitary paper goods, in the form of cups, carriers, and boxes, which I might be able to use to good advantage in soda fountain and confectionery departments?

Am I making a special point of attractive packages going out of my confectionery department,—using fine paper and ribbon or fancy cord for tying? Do I always consider that these gift packages are carried into the best rooms of the home and must be pleasing in appearance?

Have I gone over my apparatus or planned that it shall be gone over piece by piece, in order to be in first-class condition for spring and summer use?

Have I seriously considered the apparatus replacement which I ought to make in order to win or maintain a position of leadership in my community in the soda fountain field?

Am I making as much of the argument of "lower prices" as I ought, in order to win business?

## Obituaries

Augustus Carl Smith, long president of the Hygeia Water Company of New York, and more recently connected with the Huyler Candy Company, died recently of heart disease at his home in West Islip, L. I.

Girdley Stacey, of Salem, Mass., died recently at the Salem Hospital after an illness of only a few days. Mr. Stacey was a candy manufacturer, but also a newspaper correspondent and an amateur wireless telegrapher of considerable ability. He was 63 years old. He leaves a widow, one daughter, one brother and three sisters.

John Ortmueller, a confectioner well known in Baltimore, who made a specialty of and gained a wide reputation for his taffies, died recently at the age of 78. Born in Germany, Mr. Ortmueller came to this country 58 years ago. He made his first taffy in 1866, and in 1906 retired from the business, which was continued by his nephews. The formulas for the taffy are kept a deep secret. Mrs. Ortmueller survives her husband.

## SALESMEN'S SCHOOL SUCCESSFUL

### Good Results of Imperial Ice Cream Company's Course of Study May Result in the Holding of Two Conventions of Employees Each Year

So successful have been the results of the Salesmen's School, inaugurated by the Imperial Ice Cream Company about a month ago that the general manager, W. M. B. Sine is seriously considering the holding of sales conventions at semi-annual periods instead of once a year as contemplated when the innovation was first decided upon. At the initial convention the entire sales staff was summoned to the main office at Clarksburg, W. Va., and for the space of a week was put through an intensive course in the fine art of selling ice cream. The concern adopted the premise that a sound knowledge of manufacturing is essential to good salesmanship, and the first two days of the study was given over to the working of the Clarksburg plant. Three days were then occupied with selling from different angles, after which a final review of the whole course was held. Among the subjects discussed were the plant, the product, the customer, selling plans, advertising, and co-operation. Officials of the firm best fitted to speak on the various matters led the discussions.

The salesmen, according to their testimony to Mr. Sine, left the convention with new enthusiasm for their work, and the tentative school was immediately adopted as a permanent feature of the firm's program. Since that time, the effects of the schooling have been making themselves felt, and Mr. Sine will probably increase the school periods to two a year, choosing times at which the men can best be spared from work in the field.

## JURORS DISAGREE IN BLUE LAW CASE

The jurors in a recent blue law case at Huntington, Ind., in which an ice cream sale was used to test the law, failed to come to an agreement. They stood nine for conviction to three for acquittal. The case was that of L. G. Trixler, president of the Huntington-Collins Ice Cream Company, who was accused of selling ice cream on Sunday in violation of the so-called blue laws. The superior court room was crowded to capacity when G. W. Stults, justice of the peace, overruled a motion of the defendant's counsel to quash the indictment. The legality of the affidavit, signed by the prosecuting attorney as informer, was questioned by the defendant.

## Business Record

### INCORPORATIONS

Los Angeles, Cal.—Southern California Aquazone Company, to manufacture and bottle Aquazone. Capital stock \$100,000; subscribed, \$5.

Newark, N. J.—The K. B. M. Kivas Company, has filed notice of organization to manufacture soft drinks. Peter Bilben heads the company.

Perth Amboy, N. J.—The Amboy Candy Company has filed notice of organization. George Milles and George Hollis head the company.

Johnston, Pa.—The Gallagher Ice Cream Company, capital, \$250,000. Gustav A. Hoffman is treasurer.

Baltimore, Md.—A. Holt, Inc., capital, \$50,000; incorporators, A. Holt, J. Leroy Chase and William D. Macmillan. Will manufacture and deal in confectionery, ice cream, etc.

Chicago, Ill.—Confectioners' Buying Association, capital, \$25,000; incorporators, A. G. Soulias and Peter A. Karambelas.

Quincy, Ill.—The J. L. Myers Candy Company, capital, \$18,000; incorporators, George F. Cunnane, Frank E. Bird and Walter H. Levi.

Chicago, Ill.—G. W. Tormoehlen & Brother, Inc., capital, \$30,000; incorporators, George W., Frank C. and Charles E. Tormoehlen. To manufacture confectionery.

Cranston, R. I.—The Venus Beverages Company has filed notice of organization to manufacture soft drinks. D. S. Guatieri heads the company.

Boston, Mass.—The Bains Candy Company has filed notice of organization to manufacture and deal in candy. Charles A. Bain, of Allston, heads the company.

New York City.—The Atina Candy Corporation, capital, \$20,000; incorporators, E. Jacobson, G. Frankenthaler and S. K. Rapp.

Auburn, Me.—Capitol Confectionery Company, capital, \$10,000; incorporators, George Peterson, Fred Augustine and Fred H. Lancaster.

Fond du Lac, Wis.—The Carnation Candy Company, capital \$25,000; incorporators, John W. Eggert, George Calomeris and Dorothea E. Eggert.

New Haven, Conn.—The Shanbrom Bottling Works, Inc., capital, \$18,000; incorporators, Louis Shanbrom. Davis Shanbrom and Morris Crodzinsky.

New York City.—The Ropke Company, candy manufacturers, capital, \$12,000; incorporators, D. Huneke, and J. S. and J. K. Ropke.

New York City.—Federal Flavors, Inc., to make essences and extracts, capital, \$5,000; incorporators, I. L. Greenhut, L. L. S. Hempstead and J. L. Citron.

New York City.—Candy Products Corporation, capital, \$50,000; incorporators, I. Fishman, L. and J. Agres.

Ranger, Texas.—Hub Ice Cream and Storage Company, capital, \$50,000; incorporators, W. J. McFarland, J. W. Jennings and H. G. Lay.

San Francisco.—Velley Ice Cream Company, capital, \$100,000; incorporators, C. O. Swanberg, C. W. Hightower, Jr., and W. Dreyer.

Paris, Texas.—Paris Candy Company, capital, \$100,000; incorporators, W. H. P. Anderson, J. E. Condray and W. A. Berge.

Rhineland, Wis.—Taylor Beverage and Candy Company, capital, \$50,000; incorporators, Arthur, Mary E. and Bradley Taylor.

Hopkinsville, Ky.—Johnson Wade Company, capital \$4,500; incorporators, Ernest Wade, Delia M. Fruit and Alvan H. Clark.

Louisville, Ky.—Venus Confectionery Company, Inc., capital, \$10,000; incorporators, Clem and Lorene Payns and Lawrence S. Grauman.

Lynn, Mass.—Lynwood Ice Cream Company, capital, \$50,000; incorporators, Arthur W. Lonval, John W. Rimmer and J. Herman Haynes.

Richmond, Va.—Whistle Bottling Company, capital, \$50,000; incorporators, Frank Jones, Katherine Ryan and Sherlock Bronson.

Vancouver, B. C.—Lillooet Soda Company, Ltd., capital, \$50,000.

Evansville, Ind.—Scheel's Candy Company, capital, \$10,000; incorporators, Edward Moormeiste, Otto Scheel and J. W. Robison.

Louisville, Ky.—C. V. Distributing Company, confectionery and soft drinks, capital, \$2,000; incorporators, L. A. Cassidy, James A. Casper and Martin Newton.

Appleton, Wis.—The Traas Candy Company, capital, \$40,000; incorporators, Charles Williams, Peter Traas and Irving Zuchke.

Buffalo, N. Y.—Vartray Corporation, to make carbonated waters, capital \$350,000; incorporators, J. H. Tiedemann, J. J. Mills and C. D. Coyle.

Detroit, Mich.—The Dawn Candy Company, capital, \$9,000; incorporated by Charles H. Hamilton.

Cleveland, Ohio.—The Alicate Confection Company, capital \$10,000; incorporators, R. S. Manus, S. Horowitz, H. P. Ord and W. W. Dawson.

Toledo, Ohio.—The Band Box Chocolate Shops Company, capital \$10,000; incorporators, L. G. Rupp, H. R. Miller, F. Smith and W. R. Peppers.

Abilene, Texas.—Abilene Candy Manufacturing Company, capital \$10,000; incorporators, G. C. Helvey, G. W. Beard and D. B. Morgan.

Waelder, Texas.—The Se-Cola Bottling Works, capital, \$5,000; incorporators, G. O. McFarland, S. H. Vaughan and C. L. Halbrook.

New York City.—Monarch Candy Company, capital, \$40,000; incorporators, J. and H. and N. Koenigsburg.

Jamestown, N. Y.—Levant Ice Cream Company, capital, \$50,000; incorporators, J. E. and J. J. Limberg and E. Bjork.

West New York, N. Y.—Delemonca Manufacturing Company, confectioners' supplies, capital, \$25,000; incorporators, Aaron Lippermann, Theodore Pleus and C. H. Stichweh.

#### STORE CHANGES

Ravenna, Nebr.—Joseph Eckels has sold his confectionery business to Lew Ferrier.

Sheboygan, Wis.—Eric White has bought the candy and ice cream store belonging to Henry Gmach.

Cook, Minn.—Charles Schroeder has sold a half interest in his confectionery business to Richard Padden.

Wisconsin Rapids, Wis.—John Daly and Jess Knuteson have purchased the Benson candy store.

Crystal Falls, Mich.—The Mottes brothers have bought the confectionery business of Andrew Apostle.

Owosso, Mich.—George Trenkas has sold his interest in the candy business of Trenkas Bros. to George Skestos.

Baker, Mont.—E. J. Johnson has purchased the Nehr-bass confectionery business.

Hibbing, Minn.—L. J. Micks and A. M. Schrum have bought the Ward Confectionery business.

Milaca, Minn.—A. T. Tufty has sold his confectionery business to R. B. Hixon.

New York City.—The P. B. Candy Company has filed notice of a change of name to Surberg's Nut Products, Ltd.

Springfield, Mass.—The W. H. Miner Chocolate Company has arranged for a change in the firm name to the Handy Chocolate Company.

Chicago, Ill.—The Candy Craft Shop, Inc., has filed notice of a change of name to the Kiddie Candy Company.

#### INCREASED CAPITALIZATION

Indianapolis, Ind.—The Nichols Candy Company has increased its capital from \$10,000 to \$75,000.

Detroit, Mich.—The Tamarola Bottling Works has increased its capitalization from \$5,000 to \$30,000.

Davenport, Ia.—Ucano Candy Company has increased its capitalization from \$50,000 to \$200,000.

Columbus, Ohio.—The Mayflower Candy & Nut Company has increased its capital from \$10,000 to \$100,000.

Green Bay, Wis.—The Gazette Candy Company has increased its capital from \$100,000 to \$150,000.

Decatur, Ill.—The Mueller Fountain & Fixture Company has filed notice of increase in capital from \$100,000 to \$200,000.

Chicago, Ill.—The Dove's Candy Company has filed notice of increase in capital from \$4,000 to \$20,000.

Ashland, Ky.—The Whistle Bottling Company has filed notice of increase in capital from \$50,000 to \$100,000.

New York City.—James A. McClurg Corporation, manufacturer of candy, has filed notice of increase in capital from \$150,000 to \$250,000.

Pittsburgh, Pa.—The Graeburg Candy Company has filed notice of increase in capital from \$100,000 to \$200,000.

Chicago, Ill.—The Chicago Ice Cream Company has increased its capital from \$20,000 to \$40,000.

#### BUSINESS TROUBLES

Brooklyn, N. Y.—James A. Kane, a candy manufacturer, has filed a petition in bankruptcy. His liabilities are estimated at \$41,873 and his assets at \$25,106.

#### FIRE LOSSES

Burlington, N. J.—A building of the Burlington Soft Drink Company, was destroyed by fire recently with loss estimated at about \$40,000.

New York City.—Machinery and stock at the factory of Abaid & Samaha were damaged by fire recently. An official estimate of the loss has not been made.

Westerly, R. I.—The Westerly Candy Kitchen has been destroyed by fire. In connection with other damage to the structure and occupants, the loss is estimated at \$20,000.

#### ARGENTINA TRADE REPORT

The Consular and Trade Reports issued by the Department of Commerce, has the following on the possible sale of flavoring extracts and coloring matter in Argentina: "After investigating the candy industry in Argentina, Trade Commissioner Smith concludes that flavoring extracts and coloring matter are the only articles which can be profitably sold to the Argentine candy manufacturers by the American exporter. The sugar consumed is home grown, while the cacao bean comes from Brazil or other producing countries.

"Two large and modernly equipped factories in Buenos Aires devote a large part of their facilities to the production of bonbons, chocolates, and cocoa in various forms. The candy is mostly of hard sugar, although chocolate drops and similar types of confectionery are now being developed to compete with imported goods."

# THE SODA FOUNTAIN

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VOL. XX

NEW YORK APRIL 1921

No. 4

— True Fruit—  
Quality  
like Spring Seems  
Better every Year

**J. HUNGERFORD SMITH CO.**  
ROCHESTER NEW YORK.

The illustration depicts a winter scene with a snow-covered landscape and bare trees. In the foreground, a large, dark glass mug filled with a dark liquid and topped with a thick layer of orange-colored foam sits on a tray. A yellow straw is inserted into the foam. To the left of the mug is a large, round, orange-colored fruit, possibly a tangerine or orange. In front of the fruit is a bunch of purple and green grapes. A small white rabbit is visible in the background, standing near the snow-covered ground. The entire scene is framed by a dark, irregular border.

## *EASILY THE WORLD'S BEST SODA WATER APPARATUS*

*B*uilt with the intention that it shall be a profit-maker and, therefore, a source of pleasure and satisfaction to the owner. Carrying features of construction wherein the ideas of the best craftsmen in the soda fountain business find realization, and in which beauty and strength are blended with such care of tedious detail that the finished product proves up unquestionably as more nearly perfect than any other soda fountain ever offered.

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*Established Eighteen Hundred and Seventy-Four*



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"The Smoke House" at Bluefield, W. Virginia*



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**ROBT. M. GREEN & SONS**  
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# THE SODA FOUNTAIN

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VOL. XX

NEW YORK, APRIL, 1921

No. 4

## Future of Ice Cream Trade at Stake

The ice-cream manufacturers of New Jersey are to be congratulated upon their firm stand against the bill to permit the adulteration of ice-cream with cocoanut oil. The amending of what was at first intended as a perfectly innocent measure for the standardization of ice cream in such a way that it opened the industry to the substitution of cheaper oil was an attack which struck at the very foundation of the industry. The bill itself offers an example of what the manufacturers may from time to time expect from outside interests, who would enter the ice-cream field even at the risk of destroying the field itself. It is fortunate that the manufacturers in this case discovered the trick in time to defend themselves.

With cocoanut oil as such, nobody has any quarrel. It is a pure and clean oil, but it is time to call a halt when an effort is made to foist it on the public as a substitute for the more healthful and growth-stimulating butter fats to be found in good milk. For years ice-cream manufacturers have been painstakingly building up their trade on the purity of their goods, and have found their best arguments for the vast popular consumption of their product, in the undoubted food value of the article they offer. It is this firm support in popular favor that the cocoanut oil adulterators would destroy at one stroke. The New Jersey manufacturers were wise enough to see this. It might in the long run be cheaper for them to use oil substitutes for butter fats, but the lost prestige would weigh the balance inevitably to the side of injury.

Ice cream means to the public a combination of sweet, nourishment and refreshment. It would be too bad to make a mockery of the public estimate of ice cream by adulterating it with cheaper oils. "Ice cream" is a word to conjure with; "ice cocoanut oil" does not have a very attractive sound.

## The Dollar Is Convalescing

In an article in this issue of THE SODA FOUNTAIN are set forth many of the reasons why the soda fountain proprietor is justified in maintaining prices at their present level, and ways are suggested for bringing the public to a realization of the soda fountain man's situation. It is quite true that present conditions do not warrant any reduction in price, but at the same time the soda fountain owner can look forward to a gradually increasing purchasing power of his dollar. The good old dollar, which for the last five or more years has been suffering serious relapses, and which at one time shrank to just one-half its normal size,

is opening an eye and is declared by its kind friends to be slowly convalescing.

The statisticians of various government departments and bureaus are united in declaring that the dollar is increasing in size and is developing a little more punch. Whereas, at its lowest ebb, its purchasing power was hardly that of a fifty cent piece in normal times, it is now able to purchase seventy-five cents' worth of commodity—a come back of fifty per cent. All of the experts, however, do not agree in prophesying a further upward swing. A great many believe that the convalescent will be doing as well as can be expected if it hangs on with both hands to its present value; but there are some who are looking forward to even greater pep in the near future.

At any rate readjustment in wholesale prices is still in progress, with the retail field following. Of course, more slowly, but still appreciably. There is one consolation anyway for those who think that the dollar is too slow in recovering its punch, for it is coming back much faster than the pound, franc or any other foreign unit of money.

## Sales Tax to Supplant Luxury Tax

At last there seems to be a reasonable possibility that the troublesome luxury taxes on ice cream and soda fountain drinks will be repealed. The program of tax legislation in Washington is far from clear or well defined at the present time, but all indications and predictions made by more influential representatives and senators point to an abatement, if not indeed to the abolishment of the so-called "nuisance tax." No single tax has been more of a nuisance in proportion to its yield than has that on soda fountain beverages. Under war time conditions there might have been an excuse for asking soda fountains to spend their time and energy acting as tax collectors. The excuse has long since expired and this tax should have been repealed months ago.

However, better late than never, but it is still too early to begin congratulations on getting rid of this tax. Tax reformation will certainly include a removal of the excess profits tax, or a very extensive modification of it, together with reduction in the income tax rates in the higher brackets. This will mean a considerable diminution in government revenue. There is no possibility that there will be an exceeding diminution in government expenditures. On the contrary, government expenditures must remain at about the same level for several years to come on account of the floating debt and the special charges on the funded debt. This money must come from somewhere and unless

some source of revenue is found to make good the deficit caused by the changes in the excess profits and luxury tax loss, there is little chance that the luxury tax will be removed.

The sales tax is the only sensible means that has been suggested for the making up of the deficit in revenue. If the soda fountain trade wants to get rid of the luxury tax, then it is up to it to back the sales tax to the limit. There is strong sentiment in Washington in favor of the sales tax. But there is no inconsiderable opposition, and any pressure which can be brought to bear upon legislators should be applied at the present time. Some of the legislators opposing the sales tax have raised a cry about the intolerable burden which the sales tax puts upon the poor consumer. This, to put the matter mildly, is purely a play to the gallery. Of course the sales tax falls on the consumer, so does every other tax that has been devised up to the present time. What the consumer wants, and what the soda fountain trade wants, is a tax which will distribute the burden equitably and which will not compel soda fountain proprietors to spend all their time collecting penny taxes and filling out government reports. The sales tax fills this bill; boost it.

### Salesmanship at the Fountain

Leaving out a few who are absolutely hopeless, every individual has it in him to be a salesman; not necessarily an exceptional one, perhaps, but an ordinarily good one. The trouble is that many in positions of retail selling do their work mechanically and neglect the personality side. It may seem that there isn't much opportunity for salesmanship at the fountain. The dispenser may think he would be a whirlwind selling automobiles or aeroplanes but it doesn't occur to him to try out his ability on milk shakes and sandwiches. The personnel-man of a big New York department store is insistent that every person in the store who comes in contact with customers shall practice the principles of salesmanship and a few months ago he thought he had about achieved perfection, until he investigated the soda fountain. What he found there nearly drove him wild, but before blowing up he decided to make a tour of other fountains and see how much they excelled his own in this respect. He summed up the result of his research in the following words. "There is less actual salesmanship applied at the average soda fountain than there is in a railroad ticket office."

Admittedly, the man is something of a crank on this subject and his judgment is expressed emphatically rather than judiciously, but isn't there some basis of justice in his condemnation? How many dispensers make an effort to recognize more or less regular customers and anticipate their wants? How many take the slight trouble to offer suggestions when they are welcome or to judge whether suggestions will be appreciated or resented?

Nothing makes for better results in retail selling than the maintenance of personal contact, the creation of the impression on the part of the

customers that those who wait on them are interested in serving them and that they are important enough to be personally noticed. Isn't the personnel-man right in his belief that soda fountains as a whole do not measure up as well as they might in this respect?

### Synthetic Milk and Ice Cream

No class of Americans should be more interested in Mr. Ford's latest promulgation than the soda fountain proprietors. If we are to have synthetic milk in the near future, as the builder of the synthetic automobile predicts, it is time to pay some attention to the future. The possibilities are many and should be considered carefully, lest we wake up some morning and find that the cow has suddenly become extinct and synthetic milk reigns supreme. No, not reigns, that is too suggestive a word to use in connection with milk; rules supreme, is better.

Will every soda fountain have a sign up saying, "All Milk Drinks Made With Absolutely Fresh Milk. You Work the Synthetic Cow Yourself"? Doubtless there will be one stating that "Our Synthetic Milk Is Made From the Purest Raw Materials."

This last brings us to the question of materials. What is Mr. Ford going to make the milk from? Tin plate? Perhaps it is the use of the artificial lather for upholstery that has convinced him of the uselessness of a real cow, but until he enlightens the public farther it is difficult to predict where his search for raw material for milk will take him. A Boston doctor claims to be making a satisfactory liquid that "looks just like milk" by grinding up peanuts and oatmeal with water. Somehow it doesn't sound as if it would ever displace cows.

The most important question in the whole problem has been ignored thus far by the advocates of synthetic milk. "Will synthetic milk make ice cream?" On this hinges the success or failure of the entire plan.

### HONEST QUESTIONS

Why not feature baked ice cream? There is a new apparatus, simple, compact, and of the electric type, which makes the serving of this novelty a simple matter. Don't wait for the other fellow to beat you to it.

Licorice goods are coming back into favor. Investigate the new offerings in licorice lines. Are you posted, and if not, will you make the most of your opportunity?

Are your soda fountain department and the fountain apparatus itself attractive and beautiful? They should be if they are to win trade.

Are you offering any incentive to increase the interest and enthusiasm of your employees?

Are you featuring good things made of maple sugar this year?

Have you ever considered the great possibilities for selling both freshly made hot tea and iced tea? Many people can only take coffee once a day and depend upon tea the rest of the time. Have you forgotten these?

When a law is passed, do you growl about it, or make it work for you? As long as the law is strict on artificial colorings, favor candies, syrups, and ice cream colored with safe and wholesome tins, are you making an advertising feature of these points?



## Will Soda Prices Tumble?

Materials and Overhead Still Too High—Wise Proprietor Will "Stand Pat" on Charges, but Give Best in Quality and Service

By JOSEPH FOX

**W**ITH the reduction of prices on nearly every commodity the center of interest, it is quite natural that the question should be raised concerning the price of fountain refreshments.

Some papers are giving considerable space to the discussion, but in every article I have read, the subject is not looked at from the angle of the man who operates a fountain himself. These writers all declare that soda prices must come down with other merchandise, but they fail to throw the least of light, to show the vitally interested owner how this may be done, and still leave a fair profit at the end of the season.

One writer declares positively that unless fountains all over the country lower their prices, they will find themselves without customers. Another states that with all other lines reduced, there is no further excuse for the soft drink retailer to maintain war prices. But not a word in defense of Mr. Worried Owner, who is wondering how he is going to break even this season.

I am not saying that soda prices are not a little high. But I do say without reservation that unless the ingredients used in the fountain business take a downward slide, the fountain man who tries to cut and slash prices on his menu will find himself squeezed into the small end of the horn.

First of all let us review the fountain merchandise which remains on high.

Ice cream is the foundation of all fountain business, and milk and cream are used in quantity. Milk and cream, in almost every part of the country, have doubled in price in the last few years. In no place has it reached the pre-war level.

Sugar plays a very important part in different fountain services. Now here is one commodity that has reached old-time prices, but it did not drop soon enough to help the fruit preservers last season, and therefore fruits, such as strawberries, raspberries and pineapple, that are used in quantities at the fountain, will continue to stay above normal until this year's fruit comes in. Syrups of all kinds, except simple syrup, for the same reason, will not be much cheaper at present.

### Consideration of Overhead Expense

Another big item to consider is overhead expense, such as rent, lighting and help. Probably rent shows the greatest increase of the three. In some sections of the country I know that rent has been doubled in the business districts. Nearly every place has had to pay more money when the old lease expired. Lighting is seemingly a small consideration, but when gas, and heat are taken in with it, you can safely count on paying out a few more dollars than formerly.

Expert help costs at least a third more than it used to. Where good men could at one time be had for twenty-five and thirty dollars a week, the same person now demands and receives from forty to fifty. I know of several getting quite a bit over this sum.

Then the cost of equipment must be taken into account and you are lucky to be able to get what you want in this line, when you want it, regardless of such a small thing as price.

Taking these factors of high prices into consideration, it looks very much like business suicide for the man

who, without due deliberation, starts cutting his fountain prices; and before attempting anything of the sort, it will pay him to try and find some other way out of the difficulty; for it is a difficulty, and a very serious one, that the public have placed him in. Everything else has been reduced, so, it says, why do the fountain prices stay up? That's the question that you are going to have to answer this season, Mr. Owner, and it will be well for you to have a sane answer.

The same public will pay twice or three times as much for seats in a show, or double what they used to for a car, or triple for furs, but the minute it stands up to a fountain it wants to be shown why ice cream cannot be sold at pre-war prices.

My suggestion is that you make a list of the things that still cost more than formerly and show your patrons with figures just why you cannot stay in business if they demand five-cent drinks, and ten-cent sundaes again.

### Lay Your Cards on the Table

By thus coming out to the front, and laying the cards on the table, you show that you have nothing to conceal in the way of big profits and any person with common sense will at once see the impossibility of a big cut in prices. Let them know that glassware, china, and silver have not come down at all. On the contrary they are still going up. Tell your patrons your troubles, and they will become interested to the point where they will forget to wonder what you are going to do with all that easy money you are making.

People must, and will have refreshments of one sort or another. The price they are willing to pay for this luxury depends entirely upon how much they want them. If a person was dying of thirst he would give his bank roll for one glass of water, served any old way, but the same person when drinking more for enjoyment than necessity often figures how much the drink is going to cost before indulging. How good the drink is has a whole lot to do with how much cash he is willing to part with for the gratification of his desire.

Your part is to create a desire for the drinks and ices that you sell.

I know of one place that I would patronize for malted milks even if it should raise the price ten cents above that of the other stores. Why? Because they make them to my liking. They have me hooked and although I know it, I like it. I suppose I am just the same as other people in this respect.

It is not lowered prices that will make your fountain the Mecca of the thirsty, it is quality and service combined.

One thing is sure: if you start any serious price cutting competition in your neighborhood, you are starting something that you may never be able to finish. Give your customers the best and let the other fellow do the cutting. In order to take in as much money as you do, he will have to do more business, and serve a cheaper grade of merchandise. Let him do it. You stand for reasonable profits and excellent service. Your store will be doing business long after the other fellow has gone away.

### Prices Not So Very High

After a careful comparison of pre-war prices and

those now existing at most of the first class confectionery and drug store fountains, I fail to see where the complaint comes from. Five years ago we used to get twenty cents for a malted milk and this price still holds good, plus tax, in most places. Other lines, such as fancy ice creams have gone up, but that is only natural when one considers the bill for dairy products.

If sugar stays where it is now, there is every possibility of cheaper fruits this fall, and that will allow the fountain man to come down a little on his fruited sundaes. But I look for no great reduction along these lines in the near future.

With the millions of dollars that are spent annually for what we term luxuries, only about four per cent is spent for refreshments. This being a fact, it does not seem reasonable to think that people are going to start a riot over fountain price lists unless the fountain men themselves start a throat-cutting competition.

The best plan is to keep your prices as close as possible, serve your patrons right, and stand pat. There is no real cause for worry, for the fountain has come to stay, and until the days of the old brass rail are brought back the fountain is the only solace of a thirsty populace.

### THREATEN POLICE SUPERVISION

**Board of Supervisors of San Francisco May Pass Ordinance Controlling Soft Drink Places—Other California News**

#### (Special to THE SODA FOUNTAIN)

San Francisco—The Police Commission of San Francisco, recently considered an ordinance designed to give it control of all the soft drink places in the city and the measure has since been placed before the Board of Supervisors for passage. The proposed ordinance was drafted at the suggestion of the president of the Police Commission, following a conference with Chief of Police Daniel J. O'Brien, with the idea of doing away with the handicaps faced by the police in suppressing the illicit sale of liquor. The ordinance proposes a tax on soft drink establishments and it is expected that there will be decided opposition offered by soda fountain owners to having their places of business under police supervision.

Cheung Kat Shing, general manager of On Lok Yuen & Company, Ltd., Hongkong, China, was a recent visitor here to make purchases of equipment for the manufacture of candies, crackers and ice cream. Through his efforts the first ice cream factory in China has been established by this firm. During his stay here he visited various plants where ice cream is manufactured and placed orders for much machinery and supplies. He has since left, for a tour of the eastern states and will return to China within a few weeks.

The Ellamore Candy & Ice Cream Company has opened its new factory at Marysville, the opening being attended by eight thousand residents of Yuba and Sutter counties. Two thousand gallons of ice cream was dispensed free and it was announced by President W. J. Moore that the free distribution of this product would be an annual event for school children of the two counties. The new concern is now engaged in bottling soda water and in making ice cream and plans the addition of a candy department later. The plant occupies the old California Brewery building, and represents an investment of \$150,000.

The Federation of Mothers' Clubs of Oakland, Cal., is making a determined fight to secure the rescinding of the present rule which prohibits the sale of anything on the premises of the public schools. A complaint has been filed to the effect that much of the candies and soft drinks offered for sale in the small shops near the schools are

not healthful and that the environment of these places is not of the best. It is also set forth that gambling is indulged in in the back rooms of some stores near the schools, while dancing is permitted in others. The suggestion is made that schools be permitted to erect booths within the school grounds for the sale of chocolates, nuts and the better grades of confections.

Prof. M. E. Jaffa, of the University of California, Berkeley, has concluded a series of experiments with candies and announces that peanut brittle has the highest food value of any he tested. Despite the caloric value, however, Prof. Jaffa does not recommend candy as the main part of a meal. "The recorded value per pound of this candy," he says "is 2,150 calories, exceeding the value of bread, flour, any of the cereals or their products, meat and eggs. The fat content of the brittle and chocolate caramel is about the same, and similarly with reference to the sugar. The lowest food value per pound is noted for marshmallows, but this candy has a greater net value to the body than bread because there is practically no waste. Chocolate caramel contains from two to four times as much protein as cooked rice. Ice cream does not possess 50 per cent of the caloric value of candy."

Soda fountain owners of Visalia, have inaugurated the spring season by reducing prices on ice cream soda to the pre-war level, the first general reduction of the kind announced in the state. This city is located in a rich dairy and poultry section and since cream and egg prices have taken such a marked decline it has been deemed advisable to reduce the price on fountain drinks. A very marked increase in consumption has been noted.

Gruenhagen's, Inc., San Francisco, a pioneer confectionery and soft drink firm, has arranged to retire from the retail end of the business and will engage in the wholesale confectionery business at once. The elaborate soda fountain and fixtures are being offered for sale.

The William Corcoran Candy Company, of San Francisco, recently incorporated with a capital stock of \$150,000, has commenced the manufacture of candy and chewing gum on a large scale. This firm was founded as a retail concern in 1914, with a store on California street, but six months later the retail business was abandoned and a wholesale house was opened. Now the manufacturing business has been commenced, and special attention will be paid to export trade.

Henry R. Hoefler, of Astoria, Ore., has purchased a three story building in San Francisco, Cal., and is installing equipment for the manufacture of chocolates. His products already have a wide sale in this territory.

The determined fight made by the extract and soft drink interests of California against adverse legislation has borne fruit and Assembly Bill No. 1158, designed to stop the manufacture and sale of any beverage made of synthetic mixtures, has been shelved by the Legislature. A delegation of interested bottlers and wholesalers visited Sacramento on March 18 and appeared before a legislative committee which was holding a hearing on the measure. Prof. E. J. Lea, director of Pure Foods and Drugs, spoke in favor of the bill, and was seconded by a representative of the citrus growers, who declared that great quantities of oranges were rotting in this state, while imitation orange juice was being sold in large quantities. William England spoke for the extract and bottling interests and upon the conclusion of his talk a motion to shelve the measure was unanimously adopted.

# Miss Alice—From Cafeteria to Congress

All Will Be Well If Oklahoma Woman Serves Constituents  
as Faithfully as She Did Her Customers

"SAWOKLA," the cafeteria owned and personally run by Alice M. Robertson, of Oklahoma, the second woman ever elected to Congress, has attained its wide popularity first because of the personality of its proprietor; second, because of the excellence of its food; and third, because of the skill and novelty with which it has been advertised. This is the conclusion of Tom P. Morgan, who writes of "Miss Alice of Muskogee" in *The Ladies' Home Journal*.

Mr. Morgan confesses that he has met many "Honorable," and that his awe of them is tempered with boredom and a feeling of "resounding emptiness," so that it was with somewhat mixed sensations that he went to see this specimen of the new order in politics. He hastens to reassure his readers, however, with the following description:

"With the discovery of her, not oozing insincerity at every pore, nor yet, with one hand embedded to the elbow in the bosom of her toga, orotundly uttering that which a dull brain considered expedient, came the realization that she differed in other respects besides sex from the familiar samples of the old order.

"Picture a silver-haired woman, very clear-complexioned, bright-eyed and gentle-voiced, of a figure taller than the average and somewhat stout, the shoulders sagging a trifle under the weight of her sixty-six years, indifferent to fashion's dictates, but comfortably and completely clad from throat to insteps, going about her duties with a tread suggestive of tired feet in old-fashioned prunella gaiters—that is Miss Alice of Muskogee. No one in Muskogee ever addresses her or refers to her as 'Miss Robertson,' but always as 'Miss Alice.'"

## A Robust Sense of Humor

Miss Robertson confessed that she had never worn silk stockings and will never wear high-heeled shoes. Her chuckle at the idea of herself in such regalia betrayed a robust sense of humor.

Then follows an estimate of the success of "Miss Alice's" cafeteria and a detailed account of her genius for advertising:

"The popularity of the Sawokla, which has made it the largest cafeteria in the state, is due, first of course to the personality and good works of its proprietor; second to the marked excellence of its cuisine; and third, to the skill and novelty with which it has been advertised. The advertisements have mostly been one column wide and from five to ten inches long, and always appeared under this heading:

### SAWOKLA CAFETERIA

Fourth Street, Just North of Broadway

11:15—1:45; 5—7

Self Service—No Tips

Music By Coogan, of the Orpheum Theater,

12 to 1

"There usually follow comments on the events of the previous day in the cafeteria and the town, references to some especially enticing dish on the day's menu, a paragraph of philosophy, a flash of humor or a bit of pathos, then a Scriptural quotation, and at the end the signature, 'Alice M. Robertson.'"

"These advertisements have long been the most popular features in the newspapers carrying them.

"One told of a picnic with little Indian girls when she herself was a little girl, and said that on this day the Sawokla had great, luscious watermelons grown where

that long-ago picnic occurred. About them one trouble was, 'They're so big it is hard to chill them to the core.'"

"After the campaign opened political issues were briefly and pointedly discussed, and there were little statements of confidence in the outcome, for with perfect trust in God and the prayers of the good women Miss Robertson was ever positive of victory.

"One day the advertisement apologized for its non-appearance on the previous day by telling of a trip to Tulsa and of an encounter with a friendly Democrat who solemnly hoped Miss Alice would not be too downcast when she was defeated, for, of course, he explained, the Democratic women, no matter how fairly they might talk, would vote as their husbands told them to. Since then that moss-covered man, realizing that the women voted as they thought right and as they pretty well pleased, has been more solemn than before. This same advertisement continued: 'Lots of hot soup today, and catfish, fried brown. Sweet potatoes, getting sweeter every day; pole beans, boiled with bacon in the pot; corn bread, made from white meal; buttermilk; cherry pie!' Since election the cafeteria has been so systematized that it is expected to run smoothly while its owner is in Washington."

Miss Robertson started her cafeteria to aid a tottering Y.W.C.A. in Muskogee, but while the Y.W.C.A. expired the cafeteria thrived, and the proprietor suddenly found herself in business against her will. For a long time she wondered to what end Sawokla was so profitable, and the answer came with the participation of the United States in the war. No train was so late and no night so stormy as to keep Miss Robertson from turning up with coffee and food when the troops went through. Not only that, but if time permitted she marched the men up to the cafeteria and filled them up. More than 5,000 men in uniform have eaten at Sawokla free of charge. Denied children of her own, Miss Robertson has made her hobby "collecting boys and girls instead of china or jewels or laces." She adopted, reared and educated one girl, now married, but many other girls and boys have been fed, clothed and educated by her and helped to a start in life. A number of her proteges have positions in the cafeteria, and the writer went to the restaurant for the purpose of inspecting it and the proteges together. He says:

"Let us enter the long, wide, sunny Sawokla at lunch time. The room, furnished and finished in fumed oak, is filled with patrons. Coogan, of the Orpheum Theater, and his associate musicians are making tuneful sounds. Miss Robertson employs him only at midday, chiefly for the pleasure of her patrons from the country, for the town folks can, and largely do, attend the theater in the evening.

"A foyer extends across the front of the room, railed off from the restaurant proper by an artistic fence of oak. In a handy place is a writing desk for the use of guests, topped by a row of queer little animal figures which greatly delight the children. Rocking-chairs and settees stand invitingly about. There are several tables with popular periodicals on them. Yonder is a big music box of the old school kind that produces tinkling tunes from porously punched panekes of zinc. Against the north wall is a full-length mirror broad enough to enable the widest lady in town to see herself in all her entirety.

"At the cashier's desk a slender, auburn-haired girl is deftly and modestly attending to her duties. In the southwest corner of the room is a ramshackle roll-top desk and a sofa so old and faithful that it is in reality a 'sofy.' On the desk, on the sofa and on the floor is a hurrah's nest of newspapers, magazines, letters and what not, and somewhere atop of the scrabble is a much thumbed Testament.

"This is my office; also catch-all," explains Miss Alice.

"Tiny girls, their eyes popping with earnestness, enter and run to her with the important news of their little lives. Small boys slide in, claw off their caps and make their manners to the big woman who understands their joys and troubles. A bevy of town women arrive to report on certain social or philanthropic activities. A young farmer and his wife come in, the latter toting a carefully wrapped bundle. They shake hands with the congresswoman-elect and then unravel and proudly exhibit little Warren G.

"By and by Miss Robertson has a few spare moments, and we visit the kitchen, where everything is as clean as clean can be, and the chef and his helpers smile proudly as their kingdom is exhibited to the visitor. Behind the steam tables, out in the sunny room, work deft young women, some showing in their clear, bright complexions their Indian lineage. The white-jacketed young chaps who clear the tables and otherwise make themselves useful are students in the local business college.

"I have no servants," says Miss Robertson; "just assistants."

"At the checker's desk is a gentle girl, modest of mien and exceedingly good to look upon. The big woman puts an arm around her. 'This is one of my daughters,' she says. And the 'daughter' looks up at her with adoring eyes.

"A beautiful girl, lunching, is indicated. 'She is one-sixteenth Cherokee,' is the statement. 'She is another of my girls.' The subject of the remark is a teacher and a musician of much promise."

The biographer observes that when looking at this gentle, charitable, easy-going woman it is hard to believe it is she who fought and defeated in pitched battle one of the craftiest politicians of Oklahoma. He is led to ask the question: "What will Miss Robertson do with her hard-won place in Congress?" He answers that as a representative she will really and truly represent, and do it honestly and courageously and with all her strength.

### VALUE OF "COST SYSTEMS"

#### Business Failure Usually Due to Disregard of Cost, Says New Government Bureau, Created to Help Merchants With This Problem

So indispensable has an accurate knowledge of costs become to the business man of today that the merchant who runs his establishment in the old slipshod way is in danger of being left behind in the race for profits. In recognition of the call for up-to-date "cost system" the United States Chamber of Commerce has recently created a Fabricated Production Department, a large part of whose work is to help industries in devising simple, uniform and practicable systems adapted to their particular needs.

In a bulletin just issued by the new department, the benefits of the cost system are explained, and an emphatic declaration is made that of the number of failures in business most are directly attributable to a disregard for the question of costs.

E. W. McCullough, manager of the department, goes on to say:

"Among the many ways in which cost keeping is an aid to production are the following: It brings to light

inefficiencies in system by calling to attention the cost of its operation and points out equipment that has become inadequate by showing an excessive cost of product coming therefrom; it points out employees who are below the standard required, and permits of performances being kept within certain limits by watching the accumulation of cost. Increased production depends largely on the intimate knowledge the management has of all elements in its operations which can only be supplied through an adequate cost system.

### No Guessing on Overhead

"Guessing, or estimating amounts of Overhead, as an arbitrary distribution without a sound basis for allocation is uncertain and leads to unexpected results. Sales price does not affect Overhead, but the amount Overhead definitely and absolutely affects sales price. The merchant who bases the sales price of his product on competition without regard to real cost, stands to see his product at a closer margin than he desires and possibly at a loss. Whether the margin of the profit is ample or not the existing conditions are not known until the date when damage done is beyond repair.

"A practical, usable cost system should not be complex, but lean toward simplicity. Neither should it require an investment out of proportion to the benefits to be acquired. It should be considered a piece of necessary equipment and treated accordingly; it will return its proportion of dividends on the money paid for it.

"In the making of a budget, the greatest possible accuracy is desirable, and here, too, the cost records of the past years afford dependable information.

"When a business operates without a cost system, it is in the same position as a boat without a rudder, tossed about by the winds and directed by sources outside of those supposed to be in control, and driven towards an end which is not definite and perhaps not the one desired.

### Severe Competition Coming

"As we catch up in production a new era of competition will ensue, and war time margins will disappear. In their place will come percentages of profit earned by efficiency and determined by accurate cost reckoning.

"This department invites the correspondence of secretaries of trade or commercial organizations who desire to increase their service to their members who are interested in any common problem of manufacturing. Secretaries may obtain copies of this pamphlet for such of their members as are interested in cost determination."

### MAKING SILVER SUNDAY CUPS

To make the silver soda and sundae cups which are now so popular, 33 distinct manufacturing operations are necessary. The first step is the drawing up of the cup by powerful presses from a solid piece of 18 per cent nickel silver. Then follow annealing in furnaces at 1,500 degrees Fahrenheit, sand buffing, assembling, and, most important of all, silver plating,—for here is where the real test of the article comes. The strong, hard nickel-silver base obviates denting or breaking, so that the deposit of silver plate must be heavy enough to keep the cup in active use for years without losing lustre.

The popularity of the silver service lies in its freedom from replacement costs, its attractive design and the capacity for withstanding sterilization at high temperatures.

### COCA-COLA EARNINGS

The Coca-Cola Company reports earnings from its operations in February of \$235,557.70. According to one of the directors, the company is not contemplating any new financing, and has no intention of floating a new bond or stock issue at this time.

# Use the Weather Bureau

Many Losses to Soda Fountain and Luncheonette Proprietors  
Can Be Prevented by Knowing Ahead Whether  
It Will Be Hot or Cold, Clear or Rainy

By HENRY F. ALBRIGHT

THE personal anguish that a soda fountain proprietor feels when he runs out of supplies in the middle of a rush and is obliged to watch his patrons walking out with their money still in their pockets is only equalled by the dismay when the closing hour finds a big stock of perishable food still on hand. Both these things can happen and do happen, because a day's soda fountain business may be greatly affected one way or the other by the weather conditions.

A few days ago New York was visited by one of its not altogether unusual wind and rain storms. A soda fountain and luncheonette in a big office building housing thousands of workers was literally swamped with business, with the result that, long before the rush was over, supplies began to give out. First the coffee urns ran dry, then sandwiches failed, to be followed by a shortage in hot chocolate and soon a complete lack of almost everything in the food line.

There was nothing especially remarkable in the fact that on a rainy day most of the occupants of the building should not wish to go outside for lunch, even though most were accustomed to do so on ordinary days. The rainy day was a perfect gold mine for that fountain, but it failed to get the full benefit on account of lack of supplies, and incidentally made an unfavorable impression on all those who came a little late and found the counters denuded.

On the same day, another fountain, not more than two blocks away, prepared supplies for the usual volume of business but had the extremely doubtful pleasure of finding most of them still on hand at six o'clock, when business in downtown New York is practically over. This fountain happens to be in a location that is excellent on a fine day, but on this day the regular patrons refused to walk even half a block further than was absolutely necessary. The result was a decidedly poor day's business and any profits on the small sales were wiped out by the cost of the supplies which had to be thrown out.

## Losses Can Be Avoided

These are only two cases, but thousands of similar ones might be cited. The worst of it is that in both these cases and in most of the others, occurrences like these can usually be avoided. The office building fountain knew that a rainy day would flood them with business and the other fountain knew that the same sort of a day would mean lean pickings for them, but both made up just the regular amount of supplies.

How can you avoid this sort of difficulty? The answer is simple. Place a little more dependence on Uncle Sam's Weather Bureau and make use of the facilities which it places at your disposal. Nearly everyone has an idea that the Weather Bureau is always wrong anyhow and the best way to do is to play its tips with a reverse English. It does make mistakes and quite a few of them, but if you check up the predictions over a long period you will find that the Weather Bureau hits it right a large proportion of the time.

If the two soda fountains under consideration had called up the Weather Bureau and found out what sort of weather was to be expected, one of them would have been prepared for a big day and the other for a poor one. There are not many fountains that could not judge

the probable demand for their products by going according to the Government reports. Of course such a plan would get the fountains in wrong occasionally by causing preparation for a hot wave or a cold wave that didn't show up at the scheduled time, but not as often as the present system does.

It is not to be assumed that most fountain managers do not make an effort to anticipate the effect weather conditions will have on their business, but not many avail themselves of the full facilities offered. Even if the newspaper predictions are consulted and followed it will often pay to get in touch with the Weather Bureau office directly and find out just what sort of weather they hold in store for you. This is not practical in small places, of course, but many, if not most of the large cities, are favored with Weather Bureau stations which are glad to give out the best information available to inquirers.

## Weather Bureau a Busy Place

This service is being more and more appreciated by the businesses affected by the weather and the Bureau office in New York is a busy place with the phones ringing almost continually at certain times. For example, through the winter, every Saturday morning was a period of wild activity at the phones, for all the engineers in the big office buildings would be calling for information as to how much steam would be carried over the week ends. A doubtful looking Saturday morning in the summer is the signal for hundreds if not thousands, of calls from the food and drink dispensers at the beaches and parks, who want to know what the chances are for a good afternoon's business.

These examples are illustrative of the calls made on the Bureau, but it is not on record that the soda fountains make much demand for information, despite the fact that not only the volume but the character of the business done is largely influenced by the weather. In these weeks of changeable spring weather such information may be worth real money when a sudden drop of ten degrees in temperature will turn the demand from ice cream to coffee and hot chocolate and one of these summer days which occasionally turn up in spring will start everyone looking for cold drinks.

The fountain manager who isn't prepared for these changes may curse his luck but that gets him nowhere and it is perfectly useless to blame luck for a loss which might have been prevented by a little foresight. If Uncle Sam is willing to provide information free of charge, the man who takes a loss on account of not making use of it has no one but himself to blame.

## LOFT, INC., DIRECTORS RE-ELECTED

At the annual meeting of the stockholders of Loft, Inc., its directors were re-elected. George W. Loft, its chairman, in addressing the stockholders, said: "The profits of 1920 would have been larger than they were except for the loss on inventories. That explains why profits were about \$718,922 in 1920 against about \$1,145,000 in 1919. We have marked down all our merchandise on hand to cost or market, whichever is the lower. The average price of our sugar in 1920 was about 14 cents. We also had some cocoa beans on hand."

# Candy Displays That Attract

## Window Decorations Appealing to Children Find Favor This Spring With Prominent Confectioners of Many Cities

By ERNEST A. DENCH

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**H**OW about a candy trim for the children? Their nickels and dimes are not to be despised when business is slack on the more expensive lines. Juvenile candy also carries an appeal to the grown ups, who take pleasure in surprising their offspring after returning from a shopping tour or business. Here are some of the latest spring decorations as used effectively.

The Sip and Bite Lunch and Candy Store, Cleveland, Ohio, announced by means of a window card that they make lollipops to order. The window exhibit that attracted the greatest amount of attention was a giant lollipop, grouped around which were bunches of ordinary sized lollipops. Each lollipop bore the store seal.

Kehoe's, Chicago, featured boxes of candy assortments that children like. The window was stacked with lithographed boxes with nursery-rhyme-illustrated lids. Some of the boxes were closed, while others were open. The open containers revealed rows of lemon, orange, strawberry and mint drops along the top. A piece of pasteboard of heart shape was inserted in the center, with all-day suckers placed inside it. Packed outside the heart were other hard candies.

### Barrels of Stick Candy

Woolworth's, New York, employed a window sign to state that—"We have Barrels of Stick Candy." This idea was visualized by means of a large barrel placed in the middle of the window. Resting on top of the barrel was a fancy wicker basket, filled with an attractive assortment of stick candy. At each side of the barrel was a tier of glass shelves also occupied by stick candy. Red, white and blue ribbons were attached to the handle of the basket and found their way to each tier of glass shelves. A card placed at the side of the barrel was worded as follows:

"GIVE SOME BABY A STICK OF CANDY."

Woolworth's, Brooklyn, N. Y., enclosed their candy trim with black, crepe-covered wallboard. A lattice-work design was formed over the wallboard by cross-crossing strips of baby blue and pink crepe paper. Candy sticks, wrapped in paraffin paper, were fastened to the lattice-work. Down in front were glass shelves, propped up from the floor by glass pedestals which were covered with alternate layers of pink and blue crepe paper and contained candy sticks in threes, bunched together in wigwag fashion. To relieve the monotony of the arrangement, a fancy wicker basket was placed here and there. Each basket, tied with bows of baby blue and pink ribbons, was filled with neat piles of stick candy. In various parts of the floor were crossed candy sticks in twos. Additional sticks were hung from the ceiling on cotton threads.

### Salt Water "Atmosphere"

The United Retail Candy Stores, New York, floored their salt water taffy trim with candy kisses in their different colored waxed wrappers. A toy yacht was placed in the center, giving the effect of sailing on a sea of salt-water-taffy kisses. Boxes of the kisses were stacked at the back, with nickel packets of "Sea Foam Chocolate Fudge" in between.

Michells, Philadelphia, took the spectator "behind the scenes" as to the kind of corn used in the making of

popcorn candy. The central exhibit was a small wooden stove, the door of which was open. Standing in front of the stove, holding a corn popper filled with corn, was the figure of a Japanese girl in native costume. To the right, in a kneeling position, was a Japanese boy, with his lap full of popped corn. At the opposite side was a large Oriental wicker basket containing corn that had not yet been popped. Forming a border along the window front were small Japanese bowls filled with freshly popped corn. The floor, which was one mass of popped corn, held a single sign:

"PURE RICE POP CORN IS THE ONLY KIND  
WE USE"

### An Attractive Gum Drop Trim

Priscilla Sears, Boston, Mass., decorated the center of her candy trim with yellow, purple and pink seasonal flowers. At each side were three small fancy sweet grass baskets, lined with satin. The tassels of the satin matched the color of the flowers. The baskets were tipped over, the colored gum drops tumbling out across the floor. The background was occupied by two larger baskets, draped and filled in the same manner as those in front, except that the baskets remained upright. Orchid pink satin covered the floor.

The Rouser Co., Lansing, Mich., devoted a trim to horehound drops. The upper rear left corner was occupied by a funny poster of a man and a small boy. The poster at the opposite corner depicted a woman. The man in the first poster called out: "Hi Min, get Chester some horehound drops." The woman in the second poster replied in this manner: "All right, Andy, I'll stop in at Rouser's." The captions were arranged so that the messages seemed to issue from the mouths of the characters, as in the newspaper funny sections. At each side a barrel filled with horehound drops was overturned. One of the barrels was inscribed—"ANDY LIKES THEM." The other barrel bore the following announcement: "CHESTER LIKES THEM." In the foreground room was found for small ten-cent bags of the horehound drops.

The Andros Candy Store, Lansing, Mich., arranged an attractive marshmallow trim, the interest of which revolved around a bonfire. The bonfire was built up with twigs, with a red electric light bulb in the heart of the fire. Seated around the "fire" were kewpie dolls in the act of toasting marshmallows. Mounds of plain and fancy marshmallows occupied the remainder of the floor space.

### A Study in Pink and White Mints

Woolworth's, Los Angeles, Calif., covered the rear of a candy mints trim with white crepe paper, over which strips of bright green crepe paper were laid. The strips, about eight inches wide, produced a striped effect. A large bow of white ribbon was fastened to each green strip. The floor, which was covered to a depth of six inches with white mints, had a border of pink mints and at each side, embedded in the white mints, was a circle, about a foot in diameter, of pink mints. In the rear, was a three-tier glass shelf, each tier being supported by a series of glass pedestal vases, which were alternately filled with bright pink and pale pink mints. Glass dishes, laid on lace paper doilies, were placed on the shelves.

# Market Outlook in Sugar and Cocoa

## Impending Anti-Trust Suit and Tariff Legislation Complicate Problem for the Buyer of Sugar

**O**UR review of the sugar situation in last month's SODA FOUNTAIN expressed the belief that the market would stabilize for a considerable time at or near the price at which sugar was then selling, 7.75 cents a pound as the refiners' price for granulated sugar. In the month since that prediction was published, sugar has had a sudden jump from 7.75 to 8.25 cents a pound for the refined. The market, however, could not be held at the 8.25 level and sagged back after a few days to 8 cents, where it is at present holding, although both the refined and raw sugars are in no particular demand and it is not beyond the bounds of possibility that the market will come back to a 7.75 level. At any rate our prediction of a level at or near 7.75 seems entirely justified and there is nothing in the happenings of the past month to indicate any immediate change.

There are two outside factors affecting the sugar situation which make long range prediction more difficult than would be the case if prices were governed by the normal interplay of supply and demand. One of these factors is the Cuban Sugar Finance Commission; the other is the possibility of the enactment of a protective tariff on sugar.

### To Bring Anti-Trust Suit

Regarding the first of these factors, the Cuban Sugar Finance Commission, the past month has brought an interesting development. The Federal Sugar Refining Company has announced that it is preparing to bring suit against the Commission on the grounds that it is an illegal combination in the restraint of trade to raise the price of sugar. William D. Guthrie of Guthrie, Banks and Van Sinderen, counsel for the Federal Company, has given his opinion that American interests participating in the operations of the Commission are liable to the penalties of the Federal anti-trust laws. R. B. Hawley, president of the Cuban American Sugar Corporation, who directs the New York work of the Commission, naturally takes the opposite stand and the trade is awaiting with interest further developments in the suit. It is not safe to make a prediction as to the probable outcome of the suit. It can be said, however, that if the Federal Company should win, it would undoubtedly mean a severe drop in price of both raw and refined sugars as there is no question but that the Cuban Commission is acting for the purpose of holding the raw sugar prices at a reasonable level and so far has been successful in attaining its object.

The other factor which may have an effect on the sugar market is that of tariff legislation. At the present time there seems to be some possibility that the tariff bill containing duties on sugar will be passed. If so, this will have the immediate effect of raising the price of refined sugar to the consumer at least as much as, and possibly more, than the amount of duty specified in the tariff bill.

It is our prediction that the Cuban Sugar Commission will retain control of the situation and that refined sugar will remain very close to 8 cents a pound until passage of the tariff legislation.

## Huge Supplies and Limited Demand Mean Continued Pressure on the Cocoa Industry—Speculators Guess Wrong

**T**HE unfortunate result of the world-wide dislocation of trade occasioned by the war is nowhere better exemplified than in the present condition of the market for cocoa beans, and the products derived therefrom, including cocoa butter, chocolate and cocoa powder.

The present price for these products is at a lower level than any time in recent years. The average pre-war price of cocoa powder was from 12 to 13 cents a pound, while cocoa butter was stable in the neighborhood of 35 cents. Today the powder is practically unsalable at 4 cents a pound, while the butter is in only weak demand at 25 cents and may very possibly fall below that price. The high point of the price fluctuation we have had in cocoa products came early in 1919. During the war Europe was practically shut off from importations of cocoa beans and the European demand for cocoa products, which was always strong, had to remain largely unsatisfied. It was anticipated, therefore, that as soon as communications should be restored after the Armistice there would be a rush of orders from Europe. American manufacturers prepared for this by increasing their producing capacity and by making heavy commitments in cocoa beans. At the same time the speculative elements were buying up cocoa beans in the anticipation of a still further rise, and the result was an apparent shortage with resultant high prices, in spite of the unusually large importations.

### Europe's Purchasing Power

Both manufacturers and speculators neglected to take into account certain things which should have been well understood. Foremost among these was the limited purchasing power of the European countries. Moreover it should have been remembered that Holland and Switzerland were, prior to the war, the largest producers of cocoa products in the world, and that as soon as they were able to get an unlimited supply of raw material, they were in a far better position to supply European demand than were the American producers.

As matters have turned out, even Germany has been able not only to supply her own requirements, but now has a surplus for export and recent large importations of German cocoa butter are competing in the United States with the product of American factories.

The working out of these factors resulted in a smash in the cocoa market, which not only occasioned a decrease of production in this country, but led to the reimportation of enormous amounts of cocoa products which had been sent to Europe but were unsalable there.

### Importation Figures Jump

The statistical table compiled by S. T. Smith, of S. T. Smith & Company, cocoa brokers, shows more clearly than anything else, what a tremendous dislocation took place in the usual movement of cocoa beans. Before 1914, American consumption had been gradually increasing and, in the last named year, amounted to practically a million bags. In the following year the war caused the diversion of shipments to the United States and our importations were swelled to a million and a half bags. In 1919 they jumped to the enormous figure of 2,700,000 bags. In other words not only was a large percentage of the world's supply of cocoa beans diverted to the United

States, but the actual production had been vastly stimulated by high prices.

At the present time the world's visible supply of cocoa is the largest on record. Holdings in the United States can only be guessed at, but in England they amount to 1,700,000 cwt. as compared with 850,000 cwt. at this time last year. France, according to the latest figures available, which are for last November, holds 47,645,000 kilos against 14,400,000 kilos at the same time in 1919.

These figures in themselves furnish us sufficient explanation of the present state of the market for cocoa products. It is the same story which has been told in the case of many other products, increased supply and greatly diminished purchasing power resulting in the accumulation of an unwieldy stock of raw materials and of the finished products derived from them. The return to normal conditions in the cocoa market is hardly possible for a long time with such enormous undigested stocks on hand. Notwithstanding the condition of the market, producers are still making forced sales of cocoa beans at any price they will bring.

All these conditions point to a long continued weakness in the market for cocoa beans and for the products derived from them, but buyers should remember that there is a point at which the shrinkage in values must stop and it is conceivable that that point has been nearly reached. There is little danger that a sharp up-turn will take place, but the market on these products should reach a stable basis shortly.

#### BAR ANIMALS FROM SODA FOUNTAINS

Pet poodles and favorite felines will no longer be allowed to partake of ice cream or other refreshments in stores, according to a new ruling in Jersey City, N. J. Mayor Hague recently introduced a resolution to that effect and the City Commission agreed with him that if Fido and Felice want ice cream, they must eat it at home and not before the public. The resolution makes it a misdemeanor, punishable by a fine, to allow a dog or other animal in any place where ice cream is "manufactured, stored or sold." The complaint which caused action to be taken was made by the New Jersey Retail Ice Cream and Candy Manufacturers' Association, who claim that certain ice cream dealers feed dogs, and other animals accompanying patrons, from plates and utensils used by human beings.

"Any person," according to the resolution, "violating this regulation shall be subject, if found guilty before any police justice in Jersey City, to a penalty of not more than \$10 for each offense."

The Bureau of Sanitation, Department of Health, has been instructed to enforce the regulation.

#### BULLARD CO. SEEKS MORE CAPITAL

Henry A. Bullard, general manager of the Bullard Cream Company, of Potsdam, N. Y., which will open an ice cream plant in Watertown in the near future, and other officers of the company, conferred with about 20 representative Watertown business men at the Black River Valley club recently. The purpose of the conference was to have outlined to the local men the organization of the company, with a view to obtaining local stockholders.

Ira H. Kendall, of the Thatcher Company of Potsdam, also an officer in the Bullard company, and William McKay, secretary and general manager of the Waddington Condensed Milk company of Waddington, a leading stockholder, were also present at the conference.

The company hopes to obtain a small number of local stockholders in the company, thereby having local representation. The plant will be located in Watertown in any event, however.

### For the Dispenser's Eye

The public will naturally judge the carefulness of the preparation of your soda fountain beverages and the purity of the supplies used by the appearance of cleanliness, orderliness, and good grooming of the dispensers.

The best results in refrigeration are obtained by finely broken ice, solidly packed into place about coils or apparatus. The ice should be placed carefully by hand or a small disher, in order not to dent or break connections or surfaces. Then gradually increase the size of the pieces until the container is filled.

Refrigeration chambers in which ice is used should be thoroughly cleaned out once or twice a week. There is a sediment deposited by the ice which becomes a breeding place of germs. Moreover, a clean container without sediment or slime will preserve the ice much better than one containing foreign matter. It is simply a case of routine to take good care of the ice chambers.

Extracts should be kept tightly corked or sealed and stored where it is cool and dark.

Take good care of the crushed fruit bowls. Have enough of these so that a clean one can be taken every morning. The one which has been in use the day before should be emptied, washed, and polished. Nothing is less appetizing than a fruit bowl with an accumulation of dust in the creases, or with a dingy silver cover or edges which show dried syrups and fruit. Turn out only a small quantity at once so that it will be used up speedily.

Syrups containing acids should not be allowed to come in contact with any metal except pure block tin, aluminum or silver.

Distilled water is preferable to ordinary city water in making up syrups.

It is simply a matter of experience and care to fill a glass full enough, but so that it will not run over. No one likes to drink from a glass the rim of which has been handled by someone else.

To break an egg directly into the shaker is to raise a question in the customer's mind. Better far to break the egg into a thin glass, and having proved it fresh and good, to pour it into the shaker before the customer.

The dispenser who served six different drinks and used the same spoon to stir them all with, may have saved work for himself, but he lost trade for the store.

To serve a glass of water with an air of impatience which insinuates that it is an imposition because no charge can be made for it, is poor business. "Service Before Self" is a good motto for the man who would succeed in anything.

When serving a bottled drink in the bottle, be sure that the cold surface is wiped dry, the cap loosened, and a straw in an envelope given.

The grape industry is looking to the soda fountain to use a large quantity of pure, sweet grape juice. Perhaps you will be the man to devise a special grape formula which will bring business in your locality and become a national favorite in time.



# A Forward Look in the Fountain Trade

Probability of Future Development and the Possibility of  
Cabaret Feature With the Fountain of the Future

By P. M. A. HOGEL

THE soda fountain has come a long distance in the last ten years but it is still on its way and traveling strong. He is a brave man who will venture to set limits on the advance that may be made in the next decade or who will say as a certain manufacturer of automobiles did in 1904 that "the limit of achievement has been reached." It hasn't been reached yet in the soda fountain business, not by a long shot, or several of them.

However, even if we do not dare to predict how far the soda fountain can advance, there is a considerable amount of interest and perhaps some profit in contemplating the general situation and speculating on the probable direction in which the greatest progress will be made. There are certain well-developed tendencies in the trade which make it possible to speculate and have a fair array of facts to back up theoretical arguments.



OLD "COTTAGE" APPARATUS

*A Marvel in the Early Seventies*

At the present time, the soda fountain trade may be roughly divided into three classes, drug store fountains, luncheonette-soda-fountain establishments and the confectionery-soda fountain places. Not that there is any really sharp dividing line between the three types of establishments, for any one of these may encroach on the business of the other two. Despite this fact, the classification is sufficiently exact to enable almost any fountain establishment to be assigned to one of these main divisions.

The drug stores gave the fountain its first start but in these last years of rapid development the soda fountain has shown that it is a big enough business to go largely "on its own." It has outgrown

its drug store environment to a certain extent and while drug store fountains have developed wonderfully and are and will be profitable departments, there is a point beyond which they cannot be emphasized without swamping the



*A Common Sight in Any Town in 1921.*

drug part of the business. For this reason, many believe that the drug store fountain is at or near the limit of development in size and importance and that the real advances are to be looked for in the other divisions of the business.

#### Room For Further Advance

The soda fountain luncheonette classification may be defined as including all those establishments which specialize on the food end of their fountain business. Much as has been done in this line, there is still room for further advance and we may look for far more elaborately equipped luncheonettes than we have thus far seen, serving menus almost as extensive as those of the hotels, though of course confined entirely to items which are easily and quickly served. There are literally hundreds of articles of food which can be so served and the tendency is to broaden the choice offered to the customer and improve the manner of service. The luncheonettes have met with gratifying appreciation from practically all classes of people and have by no means exhausted the possibilities of increasing patronage.

But the luncheonette development, important as it is in connection with the soda fountain trade, is not really a soda fountain advance. The more the food side of the business is developed, the more the luncheonette comes to resemble a new sort of combination restaurant and quick-lunch with the daintiness of the former and the speedy service of the latter. The soda fountain is there as an attractive background but the greater the increase of the luncheon business, the more the actual fountain trade is forced away from the center of the stage. In other words, in both the drug store and the luncheonette the soda fountain is in partnership with other lines of business which are bound to overshadow it and prevent the soda fountain proper from attaining a full and free development.

This is not the case in the soda fountain-confectionery establishments. There is a partnership here it is true, but not one which will hinder the soda fountain. The two lines are mutually supporting and there is no danger of the candy side developing in such a way as to overshadow the soda fountain since the two are in no way competitive. Rather the probable situation will be that the soda fountain will be the dominating factor with the candy business as a highly desirable and profitable side line. It is in this class of establishments, then, that the soda fountain has the opportunity denied it in the drug store and luncheonette, to realize its possibilities to the limit.

#### Elaboration of Table Service

Supposing that the big advance is to be made by this class of soda business, is there anything in their present status to indicate what we may expect in the future? To the writer it appears that the great possibility lies in the further elaboration of the already existing table service. Already many places maintain attractively decorated rooms or out-of-door gardens in which patrons may sit at their ease and enjoy cooling drinks and ices to the music of a phonograph or small orchestra. To say that the present arrangements of the nature are crude, is, perhaps, casting an unfair aspersions, but the writer believes that they represent only the beginning of what will be done in this direction.

It is not difficult to visualize the glorified "ice cream parlor" with all the refinements of decoration and service which characterize the best roof-gardens. To such a place patrons would come not merely to partake of a soda or sundae, but to spend an hour or two, and incidentally a little money, in the enjoyment of pleasant surroundings and varied entertainment. A space would be left clear for dancing and music provided by an orchestra. As for other entertainment, moving pictures are excluded owing to the impracticability of a darkened

room, but there is no reason why something in the nature of a cabaret performance should not be provided as one of the attractions.

Would the expense of maintaining such a combined soda fountain and amusement place be too great to allow profit? Not if the prices were sufficiently high, and all information available from past experience tends to show that if the American public is only pleased and amused, price is hardly a consideration with it. Perhaps the coming five years may bring such development along this line as to make the wildest prophecy seem absurdly moderate. Remember that the American public likes to be well fed and well entertained and is perfectly willing to enrich those who can cater successfully to these desires.

#### HUGE LOSSES FROM BAD PACKING

**Much Waste In Railroad Shipments Could Be Avoided By Proper Boxing of Merchandise—Campaign For Improvement in Methods**

In the second of a series of articles on "Better Packing," Francis H. McKeever, manager of the 4-One Box Makers' Association, calls attention to the enormous sums of money involved in yearly damage claims against the railroads and express companies. Much waste, he points out, could be avoided by proper methods of packing.

Mr. McKeever says in part:

"The American Railway Express Company's Right Way Campaign, now under way, again emphasizes the need for better packing methods and calls special attention to the importance of Starting Shipments Right if unnecessary wastage in transit is to be avoided. Statistics recently published indicate that from December, 1919, to November, 1920, 1,858,130 claims for loss and damage were filed against the express company. Loss and damage claims against the railroads in 1919 amounted to the sum of about \$106,000,000 and the American Railway Association, through the Freight Claim Prevention Division, is making an organized effort to reduce this wastage materially.

"To start shipments right boxes should be properly closed. Poorly assembled or improperly closed boxes do not give their maximum service. A slight fall or jolt frequently breaks them open and exposes the contents to damage and theft. In such an instance the shipper and not the shipping case is to blame; the effort of the box maker to produce a satisfactory box is wasted; the shipper fails to deliver and the customer to receive a needed product; and the carrier is confronted with a claim which would never have arisen if the shipping department had carefully performed its work.

"Much damage also results from failure to prevent merchandise from moving about in the package. Goods that shift about are frequently broken. Many shippers have found it advantageous to have boxes made to proper size to prevent the contents from shifting and when ordering they endeavor to have the box manufacturer see the product and know how it is to be packed for shipment. The contents should, whenever necessary, be protected by bracing or using excelsior or some other commodity to fill up open spaces."

#### SODA STRIPS

We are having inquiries from several subscribers as to where they can buy inexpensive window strips. We know that all of the leading manufacturers of supplies furnish more or less of this advertising material, but there are some printers of these soda strips who supply them direct to the retail trade, and offer a large assortment, and we request some of our subscribers, who have a satisfactory source for such supplies to communicate with us, giving us the name and address of the manufacturer.

## Balsam as an Antidote for Flies

Boughs of Pine, Substituting for Unsightly Fly Paper, Will  
Keep the Pests from Your Soda Fountain in Summertime

By FELIX J. KOCH

I HAVE found that it is not always necessary to go to the big cities for new selling ideas, sometimes quite the reverse. A case in point is Michigan. Whenever people refer to a vacation in that state they say, "I am going into the wilds of Michigan." Yet I have had occasion to make several trips through those "wilds," and each time I have returned with new and sound ideas in soda fountain management.

It was at Loppenthien's Pharmacy in Ludington that I learned of an effective way to get rid of the greatest of all summer pests, the house-fly. I first noticed that the whole establishment was without fly-paper or screen. Naturally I inquired, and my eye was directed to great bunches of evergreen on either side of the fountain. There is something in the odor or essence of the evergreen, which, it appears, flies do not like. You seldom meet a fly in a pine or evergreen woods, and so, in a soda store, or any other place where flies are wont to congregate, fresh sprays of cedar, pine, balsam or fir will drive the pests out and keep them out. The odor of the pine is pleasing to human beings, and the boughs can be always provided at the expense of very little money or effort. If you live far from a natural growth of pine woods, you can arrange with any florist or tree nursery for the prunings of pine stock, or, if the worst comes to worst, write to the postmaster of any Michigan village and ask him to turn the letter over to some school boy who will be glad to make some money. He can send you by parcels post, spruce boughs in any quantity you desire. The best of it is that the sprays will keep for six or eight months if properly cared for. When they first arrive, put them in plenty of water. At first they will absorb great quantities, but after they have had their fill, place them in a Mason jar and hide the jar in your decorative fountain vase. A little more water from time to time will be all the attention they require.

This same store is set back a few feet from the legal bounds of the walk, and the proprietor has taken advantage of the extra out-door space to make an especial appeal to the children. The strip of cement has been swept clean and small chairs and tables set out for the exclusive use of the young people. The clerks are instructed to give the same attention and care to the orders of the



*Open Air Fountain Service Which Pleases  
the Children*

children as to those of adults, and the innovation has proved most successful during the summer months.

At another establishment I found children and adults as well, attracted by hanging baskets for flowers made out of captured German helmets brought back as souvenirs by the town's A. E. F. men. At still another place, Huber's Summer Garden at Grand Rapids, I saw the walls of the main room decorated with an interesting exhibit of old muskets and pistols, together with choice heads of deer, moose and caribou.

One proprietor showed me with pride his luncheonette and warm drink room where his older patrons gathered on cold nights. Chocolate, coffee, and tea were served in addition to the cold beverages, and with them sandwiches, frankfurters, cake, etc. On each table was an individual flowering plant in a pot, and, to catch the eye, a brilliantly-colored parrot made of wood. The parrots the owner bought for ten cents each at a toy store, and when they soil he gives them to the smaller children to play with.

### NEW DRAKE HOTEL HAS SODA FOUNTAIN

The new Drake Hotel in Chicago has had a particularly elaborate pastry and ice cream section and soda fountain installed in its kitchen. There is a cold-plate counter cooled by mechanical refrigeration and fitted with horizontal sliding doors glazed with plate glass. Back of this is the soda fountain and ice cream service. There are three draft arms, one for water and two for soda, connection direct with the carbonator, ten serving pumps and two ten gallon ice cream cabinets. The entire top is covered with polished nickel silver and the rear is enclosed with white, porcelain-enameled steel with nickel silver trimmings. One portion is provided with a nickel silver sink and drain board.

At the left is the ice cream storage cabinet, insulated with pure cork and enclosed, on the exposed portion with white, porcelain-enameled steel. The top of the fixture is made in removable sections, insulated, and is clad with No. 16 gauge Monel metal. The cabinet is provided with containers for six glass frames and twelve ice cream cans. Two work tables of natural-finish oak, fitted with six large drawers on each side, are also provided.



*A Collection of Curious Old Muskets to  
Entertain Patrons*

### GLASSWARE PRICES AT BOTTOM

**Demand For Soda Fountain Supplies Weak As Buyers Hold Off for a Drop, But No Further Decline Is Seen For The Present Because of Heavy Manufacturing Costs**

By M. K. ZIMERMAN

Little, if any, improvement has been noticed in the glass business during the last month, it being the opinion of some of the larger buyers that if they hold off just a little longer the market might decline.

The bottom has dropped out of the window glass market within the last few weeks, but as far as a decline in the flint glass line is concerned, this may take place in the far distant future, but certainly not within the next few months. This much has been assured by the manufacturers of tumblers, soda fountain requisites and similar items which go to make up the "table ware" trade.

Production in glass factories manufacturing this line of ware is not as strong as recorded during the first fortnight of March. That a lull in demand is being experienced by these manufacturers is generally admitted by sales managers and salesmen. Glass manufacturers are making no warehouse stocks, and none will be put through as long as manufacturing costs remain at present high levels.

One thing is sure, and that is as long as production is low and overhead and manufacturing charges remain at current high prices, no chance exists for the market to decline.

The inactivity of buyers, both jobbers and dealers in refraining from anticipating future requirements is mostly due to the fear of having a lot of merchandise on hand should the market be quoted lower. The elimination of this false fear would create an improvement in the glass business, insofar as it relates to the soda fountain line, that would be most marked. New business would come out. Production would of necessity have to be increased, but wages and cost of raw materials used in the flint glass trade will remain just where they have been.

If there is a reduction in the cost of sand, which is the base of glass, at shipping point, then manufacturers are confronted with an increased freight tariff. Cost of sand, therefore, shows no change.

Blown tumblers continue on a firm market, while machine made tumblers and a lime glass product can be had on a lower list than the lead-blown product. Sherbets, trays, sundaes and other similar items used by the soda fountain trade are on a firm list.

Glass workers will file with glass manufacturers a new set of wage scale demands in May. The manufacturers will then present the officials of the union glassworkers with their counter-proposals. It now seems as if the glass workers will not seek an increase this year, but there is a growing opinion that the present scale will be insisted upon. If so, there is very little chance for the selling lists to be scaled to any great degree.

The reduction of 25 cents in the cost of glass barrels during the last few weeks to buyers was due to the lowering of cost of cooage stocks.

Fruit containers are in rather fair demand, and inquiries from manufacturers of syrups and fruit packers shows a slight increase, this being due to the advancement of the season.

### POTTERY PRICES ARE FIRM

Soda fountain and cafeteria users of domestic pottery need entertain no fear of a reduction in selling lists, for none is contemplated. Pottery workers, at their annual convention in July, will re-affirm their present wage scale, and in joint conference with manufacturers in August or September will seek signatures to a contract covering the annual period extending from October 1.

Unlike the situation in the glass trade, the demand for restaurant ware is considered good. The vitreous porcelain china manufacturers are operating their plants to capacity, and some are to increase production by building additions. Semi-porcelain ware manufacturers are doing a fairly good business, the demand for decorated merchandise being active.

Packages have declined on account of a decline in the cost of cooage lumber, and the trade has received the benefit.

Fireproof china ware is in heavy request, and those plants in the East Liverpool, O. district featuring this ware have such business on file that active operations are assured for many months to come.

The entire market is firm at prevailing prices, although here and there some jobbers and dealers are conservative in placing orders for future requirements.

### ORANGE-CRUSH DISPENSER

The illustration herewith represents the dispensing urns which are being supplied this season by the Orange-Crush Company. They have these for the Orange-Crush, and Lemon-Crush, and there will be a Lime-Crush urn of equal appeal.

These urns will be featured in the advertising that the company is carrying on this year, and their presence on the dealer's fountain will connect that store with their national and local campaigns. The urns are supplied free of charge with case orders for the drinks.

The newspaper campaign of this company is a broad one for this year, covering every state and province in the United States and Canada. There will also be a billboard posting in all sections, with separate posters for both Orange-Crush and Lemon-Crush.

It costs the fountain man less than 1c for the finished syrup required to serve a 6-ounce glass of Orange-Crush, Lemon-Crush, or Lime-Crush, and how these drinks pay the dealer highest rates of profit is fully explained in the firm's booklet entitled, "The Crushes." The booklet also tells about the advertising urns, signs, and other advertising helps, and is furnished free on application to the Orange-Crush Company, 314 W. Superior St., Chicago, Ill.



### MILK AND ICE CREAM CANS

The new Milk Can Catalog covering dairymen's milk and ice cream cans and put out by the Davis-Watkins Dairymen's Manufacturing Company, is now ready for distribution. Any readers who are interested, can obtain a copy of this catalog by writing the nearest branch office of the Davis-Watkins Company, as listed in any of their advertisements. Be sure to ask for "Dairymen's Milk Can Catalog," and mention the name of this paper.

### UNFAIR COMPETITION CHARGED

The Farrell Company of Omaha, manufacturers of syrups, is bringing an anti-trust suit against the Corn Products Refining Company of Chicago and Argo, Ill. \$1,000,000 damages are claimed by the plaintiffs, who have brought charges in the United States District Court in Chicago that the defendants have formed a "sweet trust" and have ignored a previous court decree declaring the concern in violation of the anti-trust laws.

The suit charges specifically that the Corn Products Company from 1907 until 1917 conspired with many other companies to monopolize the trade and commerce in mixed syrups, glucose, grape sugar and kindred products, in restraint of trade and by unfair competition.

## Modern Fountain in New Orleans

Bert L. Swain Identifies His Store With Orpheum Theatre and Caters to Amusement Seeking Crowds



*View of the Fountain at Which Mr. Swain Serves His Famous Sodas*

**A** NEW soda fountain has opened in New Orleans and is destined for success if management and location have anything to do with it. The illustration shows the interior, but unfortunately the camera could not at the same time take in the fact that the store is within a few doors of the new two million dollar Orpheum Theatre and stands invitingly open to pleasure seekers going to or coming from the show. The manager, Bert L. Swain, has named the establishment the Orpheum Confectionery Store, and takes up the work of giving the good citizens of New Orleans a good time at the point where the theatre leaves off. The theatre entertains them and then the soda fountain fills

them up with good things to eat,—and what more could a citizen ask for?

Mr. Swain gained his experience as fountain manager of Chapman's Pharmacy in Macon, Ga., and has a reputation for blending more materials into more delicious mixtures in a shorter time than any one in the next state. Not only that, but the names he can think up! Here are a few: Hot Temptation, Devil's Delight, Tropical Isle Delight, Heart's Desire, Volcano Sundae, Happy Thought, and Djer Kiss Sundae. But if those don't satisfy his customers, he is perfectly willing to make drinks to their order. It says so, right on the menu card.

### THE POTENT RAISIN

The American people like raisins. They may have had a hankering for them in the pre-Volstead days, but it is a craving now according to the consular reports on file in Washington. Malaga, Spain, is the great raisin producing center of Europe, and our imports of raisins from

there in 1920 were unprecedented. The American consul reports that shipments to this country were 10,906 metric tons, or approximately 1,000 tons more than the total shipments to all countries in 1918.

This is at least some evidence that the thirsty American has not lost his faith entirely in the potency of the raisin.

# Making Friends at Your Fountain

Cultivate the Public—a Loyal Following Means  
Leadership, Prestige and Bigger Profits

**H**AVE you ever stopped to think just how many friends you are actually making at the soda fountain which you operate? Perhaps the first thing to remember is that the *proof* of such friendships, is *steady customers*. This is where the real profit lies, and the real opportunity also, for increased business. Just how, then can such friends be made and held?

First of all the soda fountain organization itself, must be harmonious, interested, efficient, and enthusiastic. It will be impossible to make friends with the public if there is a tense atmosphere among the workers themselves, for it is hard to cloak an undertow of discontent, jealousy, or envy.

One well operated fountain is manned by four people. They hold weekly conferences, sometimes on their own time, and sometimes on the store time, to consider better methods of service, skilled dispensing ideas, new formulas, to take up complaints, to recommend to each other the best articles in the trade press which they have read, and to plan for bigger business. The fountain receipts are carefully compared week by week, and month by month, and they hold themselves responsible for results. That fountain is tremendously popular. It has friends wherever it is known.

## Personality at the Fountain

Personality counts at the soda fountain for the reason that the dispensers come in actual contact with the customers. Anything of a freakish nature is to be avoided in the appearance or manner of the dispensers. Long haired men and short haired women, or those with some marked peculiarity, are out of place. Individuals who are well groomed, affable without being familiar, courteous, and quiet of manner, are sure to be successful.

It takes tact to be a good soda fountain dispenser, for some people are bound to be slow selecting what they want, even though you may be in a hurry; others are unreasonably fault-finding. It never pays to argue, and perhaps nowhere is it truer that the customer is always right than at the soda fountain. If he makes a criticism of what has been served him, fix it or discard it entirely and give him something else. The advertising gained and the friendly feeling established, will be well worth the slight loss.

Learn how to serve properly. There is all the difference in the world in the way a glass is handled. A fastidious person does not wish to drink out of a glass or tumbler which has been handled at the top. Learn to fill a container full enough, but not too full.

Study the art of quiet, refined, and pleasing dispensing, as well as the art of making beverage and food combinations. Some dispensers who have really excellent things to offer, but who slash and slop and muss things over, take away the appetite of the patron. Make friends by your own personal manners and ways.

## Give Customers Whole Attention

No customer likes to be served while the dispenser is talking to another dispenser, another customer, or a waiting friend. Give the one you are serving your entire attention. Do it in a manner which shows you are glad to do it and anxious to please to the best of your ability. There is a great difference between the dispenser who

fidgets impatiently as much as to say, "For heaven's sake, find out what you want and let me fix it; don't hold me here until I am petrified,"—and one who is kindly, helpful, and at ease, even though hurried.

You can prejudice or win customers, making friends or enemies of them, by your personality. If you doubt this, just observe the various dispensers in your town. Study them one by one and you will find that there are a few who have a distinct and friendly following. These friends are loyal and will go wherever the dispensers happen to be employed.

The fountain which offers excellent and distinctive foods and drinks is bound to make friends. There are fountain establishments in a half a dozen different cities where something of superior excellence is served. One fountain features a very delicious list of hot bouillons. These can always be had and they are just right. Another has stressed chocolate preparations and has won fame upon this basis. Another puts out leaders with fine hot and cold dressings. And so it goes.

You can win friends for your fountain by quality of goods, by promptness, by comfort of seats and tables or by some special forethought which is appreciated by the public. What are you doing in this line, or haven't you thought to do anything in particular?

Don't be satisfied to drift. Get right down to brass tacks. Canvass the situation. See what your competitors are doing to win friends. If they are doing nothing, your chance is all the better. If they are doing a good deal, then it surely is necessary for you to be on your toes and go them one better!

## Friends Through Publicity

Soda fountain advertising is not taken as seriously as it should be by the average proprietor or head dispenser. Publicity of the right type will keep the fountain in the public eye; will convince readers of the high quality of the menu, the strict observance of all sanitary precautions, the wholesomeness and the desirability of pure food beverages and dainty ice cream combinations; it will prove that patronizing the soda fountain is no more a luxury than supplying oil and gas to a motor car.

The publicity which will make friends will set forth the desirability of nourishing and appetizing offerings for children, students, shoppers, weary business people, convalescents, and those who are inclined to eat too much and would be the better for a light luncheon or a hearty food drink, in place of a heavy meal. Make friends for your fountain by proving yourself a past-master of the professional part of the business.

Friends for the soda fountain means a steadily increasing volume of business. It means leadership and prestige. It means a larger public service and one of more widely recognized value. And last but not least, it means bigger profits.

## Exempts Soda and Confectionery Stores

The City Council of Wellsville, Ohio, has enacted an ordinance regulating Sunday observance. Cigar, confectionery, soda and drug stores are not affected. However, soft drink establishments, grocery stores, bowling alleys and pool rooms are closed.



# Luncheonette Department

Conducted by EMMA GARY WALLACE

## Fried Foods for Luncheon Service

**T**HERE are so many foods regularly served at the luncheonette which are prepared by means of cooking in deep fat that a special consideration of this method is timely now that foods are lower in price and croquettes, French fried potatoes, fried cakes, and croutons are appearing once more on the menu. During the war, when fats were prohibitive in price, deep frying threatened to become a lost art, and at the same time a number of luncheonette caterers are making the mistake of deep frying in cheap substitutes which do not give good results.

Only the other day the writer uncovered three or four hundred veal croquettes, neatly arranged in trays, and fried ready for quick service. These croquettes had been prepared in a specialized bakery establishment which takes orders for quantity lots of foods, delivering them piping hot, and as far as appearance and ingredients went, they were works of art; but as I lifted the covers from them, a most sickening odor arose of some queer sort of fat in which they had been fried, and one instinctively felt like fleeing. It was the same odor which you sometimes get from freshly fried, cheap doughnuts or fried cakes. Just what this fat is I have never had the courage to investigate.

### Be Careful About Ingredients

Deep frying is an art which can be easily learned with a little care. If the caterer for a luncheonette service undertakes to do this work himself it should be done right, and if croquettes or other foods prepared by deep frying are bought outside in quantity lots, specifications should be made as to the ingredients of the croquettes and the material in which they are cooked. Otherwise trade is sure to be prejudiced and business lost.

If you order a suit of clothes, or a building you specify materials and results to be delivered, and the same privilege should obtain in ordering cooked foods for sale. Know what you are giving, and be able to guarantee satisfaction.

Deep frying is cooking by means of immersion in melted fat or oil which has been raised to a temperature of from 350 degrees to 400 degrees Fahrenheit. The safest way is to have a thermometer and to be guided by it. Some establish the rule that when the fat gives off a blue haze it is hot enough to cook properly; others test with a small piece of bread which is supposed to brown nicely in thirty seconds. Experience is a good teacher, and it takes experience to gauge just when fat is right for use. In the meantime, depend upon your thermometer and do not spoil good materials.

### Choosing a Frying Basket

A frying basket is a help sometimes, and sometimes it is a nuisance. It depends wholly upon the size of the outside container and the amount of food to be cooked. Croquettes, fritters or cakes should fry without touching each other. French fried potatoes can touch each other but should not be crowded. In selecting a frying basket, give preference to one with a mesh

rather than one made of strait wires. The mesh will better serve to prevent the food from falling through.

The shape of the kettle in which deep frying is done is another factor in successful results. A container known as a Scotch kettle is favored by most cooks and chefs. This has a rounding bottom and its general shape permits the least fat with the broadest surface.

The kind of fat which shall be used depends somewhat upon circumstances. Olive oil probably stands at the head but is too expensive. Lard gives excellent results, while a combination of two-thirds lard and one-third beef suet melted together and clarified is thought by many to be superior to lard alone. Some of the cooking oils are also desirable because they can be heated to a high temperature without discoloring, permitting re-using.

### How to Clarify Fat

If you use lard or beef suet and lard, or blended fats, you will need to clarify them from time to time, as particles of food burn and discolor the grease. For each two quarts of fat, take a medium-sized potato, pare, and cut in slices about a quarter of an inch thick. Heat the fat gradually with the raw potato in it. Cook until the pieces of potato are well browned and all bubbling ceases. Place three layers of thin cheesecloth over a wire strainer, and strain the fat, discarding everything left on the strainer. The potato will absorb odors and gases, and the fat will be ready for use again.

If a small quantity is to be clarified, a different method may be used. Have the fat boiling hot. Stir in an equal quantity of cold water, being careful that it does not spatter and sputter and burn the operator. Stir well. Set aside to cool. The sediment will go to the bottom and the fat will form a cake on top. This can be skimmed off.

In cooking, the fat from beef, pork, and poultry may be saved and blended with lard and clarified. The fat from mutton or smoked meats is not suitable for deep frying.

It is not nearly so difficult a process as it would appear, for by keeping the fat kettle always ready, foods may be cooked in a very short time. Potatoes, meat, or fish can all be fried by this method. Do not, however, take the materials out of the refrigerator and expect to be able to cook them successfully at once. They should stand in a warm room or a warm place until of the same temperature as the air, so as not to chill the fat into which they are dropped. Fat which is below the cooking temperature will penetrate foods, or, as we say, the food will soak grease. This makes foods difficult to digest and unappetizing to look at.

### Dry Foods or Dip in Bread Crumbs

Foods which are damp and wet will cause the fat to spatter and bubble, and will halt the frying process, and again, there is a tendency to soak fat. It is best to dry some foods such as potatoes, or fish; but some other foods are frequently dipped in flour or fine bread or cracker crumbs, or in eggs and crumbs. This coat-

ing hardens quickly and prevents the fat penetrating.

Do not put too much food into the frying kettle at once. The operator who is frying in deep fat must tend to his business, for the point of best brownness is quickly passed, and the food spoiled by being burned.

Foods taken out of deep fat should be drained on brown paper and kept in a hot oven until served. Usually a cream or tomato sauce is used with croquettes. Fritters are served with a fruit or maple sauce. Oysters or fish are accompanied by lemon, horseradish, Hollandaise sauce, or something of marked flavor.

French fried potatoes can be an abomination or a delicacy fit for the gods. It is all a matter of having the right materials to work with, and using them skillfully. Raw potatoes put in wet or damp are likely to go to pieces.

If a great deal of deep frying is being done, it's well to have two kettles. Reserve one for batter frying and dough mixtures, potatoes and fish balls. The other may be used for fish, or fish balls, meat, and meat croquettes. All fats should be clarified frequently. If there is a large enough business to warrant, three deep frying kettles could well be furnished, reserving one for batter mixtures, one for fish, and one for meat.

#### Frequent Clarifying Necessary

You will sometimes hear the criticism that hotel and luncheon food is apt to taste as though it were all cooked in the same dish. Sometimes this is because one deep frying kettle is used for all kinds of foods. Avoid the mixing of flavors by frequent clarifying.

Fried chicken is easily achieved when the chicken has been cooked until tender, and dipped by portions, either plain or after having been rolled in flour. By the time the surface browns, the chicken will be cooked through and there will be no danger of that red, raw layer next the bone. The meat may be prepared elsewhere and simply deep fried at the time of service.

Remnants of left-over fish or meat can be worked up into croquettes and served acceptably. In order to give the proper consistency, mashed potato, rice, bread crumbs, and other combinations are frequently used.

Master the art of deep frying, and many economies will be possible.

### Some Deep Fat Specials

#### Banana Croquettes

Select ripe, sound bananas, peel, and with a silver knife remove the stringy portion next the skin. Cut each banana in two and slice again lengthwise, snipping off the undesirable ends. Mix one beaten egg with the juice of half a lemon. Add a little salt. Dip in the egg and lemon, and roll in crumbs. Fry in deep fat, drain on brown paper, and sprinkle with powdered sugar.

#### Salmon Croquettes

Mix one pint of flaked salmon freed from bones, skin, and juice, with half the quantity of thick white sauce. Season with salt, a few grains of cayenne, and a little lemon juice. Shape into croquette rolls or mould with an ice cream disher, dip in egg and crumbs, and fry in deep fat.

#### Thick White Sauce

5 tablespoonfuls butter      1 pint of milk  
% cup of flour      % teaspoonful salt

A few grains of red pepper

Melt the butter or butter substitute in a sauce pan. Add the flour, salt and pepper, and stir until thoroughly blended. Have the milk hot. Pour on gradually and stir until well mixed and smooth. Beat until thick

and creamy. This sauce is especially intended as a binding for croquettes, and hence needs to be very thick.

#### Lobster Croquettes

Prepare the same as salmon croquettes, only using chopped lobster meat in place of salmon. Serve with tomato or cream sauce.

#### Lamb Croquettes

1 pint cold, cooked chopped lamb  
% pint mashed potatoes  
1 tablespoonful finely chopped onion  
Salt and pepper to taste  
1 teaspoonful minced parsley

Mix and add enough white sauce to bind and shape. Dip in crumbs, egg, and crumbs again. Serve with tomato sauce or cream sauce to which green peas have been added.

#### Veal Croquettes

To each cup of thick white sauce allow twice that amount of chopped, cooked veal, the beaten yolk of one egg, onion, salt and pepper. Shape, dip, and fry. Prepare chicken croquettes in the same way, using a few drops of onion juice.

#### Beef Croquettes

1 pint chopped cold beef  
% pint hot boiled rice  
Pepper and salt to taste

Bind with white sauce and fry. Serve with tomato or brown sauce.

#### Fritter Batter

3 scant cups flour      % teaspoonful salt  
3 rounding teaspoonfuls      2 beaten eggs  
baking powder      % cups milk

Mix and sift the dry ingredients, blend beaten egg and milk, add gradually. Use bread flour.

#### Sweetened Batter

1 pint bread flour  
3 teaspoonfuls baking powder  
6 level tablespoonfuls powdered sugar  
% teaspoonful salt  
% cup of milk  
2 beaten eggs

#### Apple Fritters

For fritter batter made from 1 pint of flour, allow 4 medium-sized, ripe, sour apples. Pare, core, and chop. Stir into the batter. Drop by spoonfuls into deep fat. Drain on brown paper. Sprinkle with powdered sugar. Serve hot with lemon sauce or maple syrup. For banana fritters use four chopped bananas, for orange fritters, four oranges.

(Note)—Nearly all fruit fritters are better if fried in the sweet batter. Meat and vegetables and fish in the unsweetened batter.

#### Clam Fritters

Chop one pint of clean, drained clams. Mix with a two egg batter. Drop by spoonfuls into deep fat.

#### Special Clam Fritters

1 quart clams      3 level teaspoonfuls bak-  
4 eggs      ing powder  
% cup of milk      Salt  
3 scant cups flour

Proceed as before.



## POPULARITY OF THE OLIVE

## Has Been Favorite Condiment of Many Races For Many Centuries—Has Place in Mythology and Has Been Eulogized By the Poets

The olive is a condiment, a tickler of the palate rather than an article of food. Its antiquity and its persistence in public favor are remarkable. For over 2,000 years no banquet among civilized or semi-civilized nations has been complete without the presence of the olive. The tree, *Olea Europaea*, is not only one of the oldest trees known to naturalists, but its longevity and productivity are astounding. Several of these trees over twenty feet in circumference, according to the scientific calculation of a foot a century, must have been bearing fruit before the Saviour walked and talked on the Mount of Olives, or slept his last earthly sleep in the Garden of Gethsemane at the foot of that olive-crowned hill. The olive has been a symbol in more than one mythology. The dove, bringing the branch to the ark, gave it to the imagination of the Orient as an emblem of peace or confidence restored. Among the Greeks it was the special tree of the most honored goddess Minerva or Athene, the patroness of Athens. Some old poet says:

"She had wisdom at her birth  
And the olive gave to earth;  
Men shall learn, as years increase,  
Peace is wisdom, wisdom peace!"

Though a native of Syria, and possibly of Southern Greece, the olive flourishes anywhere in a mild climate. Western Asia, Southern Europe, Northern Africa, Southern England, South America, Mexico—in all these places it grows readily, taking on an average, seven years before it attains bearing power. Two hundred years ago it was introduced into California by Catholic priests from Mexico, and there it has thriven mightily. In South Carolina it is hardy and fruitful, but unfortunately, the crop matures there just when all labor is needed in the cotton fields.

## Oil Made From Ripe Fruit

The olive oil of commerce, is made from the ripe fruit, which is dark purple in color, like a damson plum. The finest quality of this comes from the fruit that has just begun to ripen, but this does not yield nearly so much oil. The pulp of the dead-ripe fruit gives seventy per cent oil. The finest quality has a faint greenish hue, a faint, rather pleasant smell, and a faintly pungent taste. It is chiefly exported from Italy and France, in the respective ratio of about five gallons to one. The amount of adulteration, generally harmless, in this article is very great. Not long ago the Chamber of Commerce at Nice offered \$3,000 reward for an invention that would readily detect this adulteration.

The California oil is absolutely pure, but high in price and small in the quantity produced. In many places among the Latin races this oil is a substitute for butter and in cooking. Like other fixed oils, it is highly nutritious, but it requires a strong digestion. It is also used in medicine as a laxative, one or two fluid ounces being the dose. For the making of liniments, ointments and plasters, it is highly prized, and likewise as basis for the best soaps—those of Castille, Marseilles and Venice. This oil was rubbed on the wrestlers of Greece, and probably, with a mixture of perfume, would be a valuable hygienic addition to the Turkish bath. The olive, so the Greeks and Romans thought, possessed as an edible a trinity of virtues. They believed that it excited an appetite for wine, improved the flavor of it, and at the same time had a steadying effect—that is, enabled a man to drink with impunity from an overflow of ideas.

## Epicores Differ as to Best Variety

Epicores differ as to the best olive for eating. The queen olive tempts by its size and the best brands of them are also tender, but as a rule it is apt to be woody. The little, yellow, common, Italian olive, which is very cheap, is preferred by many, and selected specimens of this variety have a softness and smoothness peculiarly agreeable. They are especially toothsome cut in small pieces and cooked with scrambled eggs. They are also delicious pounded up with mushrooms and cooked in a thick sherry sauce for pompano or stewed chicken. As a stuffing to game or baked fish, either by themselves or in combination, they give keen satisfaction. Some gourmets go to the extent of carefully stoning olives and soaking them for a day in raw, fresh claret before eating. These are the same kind of gentry who split raisins and soak them in sherry.

That the olive does give piquancy to certain kinds of wine—not sweet wines—is unquestionable, and, if ground very fine by the teeth, it probably, in moderation, aids digestion, or, at least, does not impede. But the anchovy-stuffed olive, while a revelation to the palate, is a gastronomic delusion and a dyspeptic snare. Only a stomach of extraordinary gastric capacity can cope with it successfully. In salads many things can be achieved by the aid of the olive. Shaved fine, it adds epigram and finish to minced sardines and lettuce, so that it does not much matter whether the sardine hailed originally from snowy Maine or sunny Italy. It makes an equally felicitous marriage with tomato (fresh, of course), and can be sprinkled into tartare sauce.

## McCANN SAYS GOOD WORD FOR COFFEE

## Food Expert of New York Globe Praises Merits of the Little Brown Bean, and Dispels Some Popular Misconceptions of Its History

"In one sense coffee is like wine," declares Alfred W. McCann, the food expert of the New York Globe. "It shouldn't be blamed for the excesses of the individual who misuses its virtues and converts them into vice. There is scarcely an adult, even among those weakened and softened by life in offices and trains, who can't tolerate a single cup of the aromatic and enspiriting beverage at the beginning of the day.

"There are few who are injured by repeating at noon, and from my own observations I don't believe that one in five is injured by a third cup at night. The trouble is that unrestrained appetite has no conception of the meaning of temperance. It wants a pot instead of a cup, and demands saturation rather than gentle stimulation.

"That coffee smoking from the roaster, scenting the house with aroma from the pot, steaming fragrantly from the cup, symbolizes the clash between virtue and vice. To know coffee better is to love it the more. Most people know all the things about coffee that never were true, and when they become coffee addicts it's because the laws of compensation demand that coffee itself shall be the avenger of the crimes of ignorance and cupidity committed in its name.

"There is much talk in the tea and coffee shops of 'Mocha and Java.' To be sure, cry the professional liars, the best coffee comes from Arabia and is Mocha because Mocha is the original coffee and Arabia its cradle. The truth is that Mocha and Java are as rare in New York and Chicago as pompano among the Rockies.

"Moreover, Arabia isn't the nursery of the coffee tree at all. Coffee wasn't cultivated in Arabia until the sixteenth century, and Christopher Columbus couldn't have brought with him as a gift for the natives in 1492 a specimen of the kind of coffee that nearly every Amer-

icas grocer claims to sell in 1921. There was no such coffee in the world in those days and not much more now.

"Not until the seventeenth century was the coffee tree planted in the East Indies, and not until after that was any attempt made to transplant it in the West Indies and South America.

"Coffee wasn't known in Italy until 1645, and it required seven long years to get it as far as London, in 1652, when the first cafes were opened. Paris didn't get its first sip until seventeen years later, 1669, and then it wasn't an Arabian, but a Turk, Solomon Aga, the royal ambassador, who made it known to the big officials by bringing his own supply in a trunk, if he had one, so vague is history on that point, thus initiating Parisian statesmen into its delights.

"The advertising men of the times, they must have been good ones, invented two corking tales for the purpose of bowling the populace over. A resourceful press agent, whose name has been lost in the fog of history and will probably never be located, shouted that the prior of a monastery, having become acquainted with the properties of the coffee plant by the effect it produced on the goats which fed upon it, tried its influence on his monks in order to keep them awake during the performance of divine service.

"The press agent of the other group insisted that the discovery of coffee was due to the ingenuity of a mufti, who, desirous of surpassing in devotion the most religious of the howling dervishes, made use of coffee so as to banish sleep and thus be enabled to pray the longer and howl the louder, even after all his companions had been reduced to the snoreful state.

"So prodigiously do falsehoods leap from steep to steep that today most everybody who is anybody drinks coffee or wants to. Last year the world produced 15,500,000 bags and the crop of 1921 promises 17,750,000 bags. Of this mountain of coffee, by far the greater part is grown in South America.

"Before the war Europe consumed about 10,000,000 bags a year. The rest of the world was satisfied with 8,000,000 bags. Now America and the rest of the world consume 10,000,000 bags, and Europe only 8,000,000."

### CANADA'S MAPLE SUGAR CROP

**Larger This Year Than Ever and Will Augment Small Production in This Country Which Resulted from Mild Winter**

The news that Canada has made a greater crop of maple sugar this season than usual will be read with interest by everybody with a sweet tooth, says the "New York Herald." It is thought that quantities of the concentrated sap in the form of sugar or syrup will be brought across the border from Quebec and Ontario to augment the supply produced in the United States, which has been somewhat limited because of the mild weather.

Sap runs best when sharp frosty nights are followed by warm days and March is recognized as the best month for the industry. The weather of the past few days will be welcomed by the sugar makers of New England and New York. The sugar maple is a splendid tree to look at, but it is also a source of income to the farmer at a season when he has time on his hands, and there are few northern wood lots which do not boast a number of these trees.

Under the old system sugar was made in a rather crude fashion. The trees were tapped by a glancing cut of the axe, and the channels down which the sap ran to the home made buckets or troughs were fashioned of wood. The sap was collected by men with yokes hung about their shoulders and the material was cooked in great

open kettles in the heart of the woods. Sugar making under these conditions was strenuous.

Later days brought improvements in the methods, and today the task is lightened of much of its former drudgery. There are instruments to tell when the syrup is ready and also to determine the necessary degree of cooking if sugar is to be made. Formerly tests were made in a pan filled with snow and the youth of the rural regions were always on hand to share in the sugaring off, which was the term applied when the material was ready to be poured into the moulds or dishes awaiting it.

No visitor at a country house in New England or across the border in Quebec or Ontario will ever forget the taste of the sugar brought out from its hiding place and distributed as a treat. And if the stay included an evening meal the hot biscuits with maple syrup had an appeal long to be remembered.

### VALUE OF PRUNE INDUSTRY

**Acreage in California, Greatest Prune State, Worth \$200,000,000—Industry Growing By Leaps and Bounds**

The growth of the California prune industry is described in a recent report of the San Francisco Chamber of Commerce. Sixty-four years ago Louis Pellier brought with him to California from France two prune cuttings, which he planted on his brother's ranch near San Jose, thus beginning the prune industry in California.

Today California produces an annual prune crop of 225,000,000 pounds, grows 85 per cent of all the prunes eaten in the United States and exports hundreds of thousands of pounds, some of which go back to the very fruit growing districts of France from which the original plantings were brought.

For years the Santa Clara Valley, fifty miles due south of San Francisco, produced 80 per cent of the prunes grown in California. Now this valley grows less than half. There is an immense yield in the Sonoma and Napa valleys, thirty or forty miles north of San Francisco, and millions of pounds of prunes are grown in the northern Sacramento Valley and in certain districts throughout the San Joaquin Valley.

The bearing acreage of the prune land in California is valued at more than \$200,000,000, and it is estimated that 15,000 acres of new prune orchard are planted every year.

### PROBE HIGH COST OF SANDWICHES

The Aldermen of Chicago are much perturbed over the high cost of sandwiches and investigators for the council committee have been busily touring the Loop for samples of sandwiches offered by various restaurants and luncheonettes. The investigators are not allowed to eat the evidence, and their hungry condition may be the cause of their caustic remarks on some exhibits. Wide differences are reported in the quantity and quality of sandwiches at the same price. One club sandwich, price 50 cents, contained only 1/4 ounce of bacon, 2 3/4 ounces of chicken and one lettuce leaf, while in a different restaurant the same sum procured 3 ounces of chicken, 3 1/2 ounces of bacon, mayonnaise dressing, olives, pickles in everything.

### MENDEL IN LIGGETT BUILDING

The basement of the new Liggett building at 42nd street and Madison avenue, New York City, has been leased to the firm of W. H. Mendel, Inc., which operates the restaurant in the Grand Central Terminal. The firm plans to open one of the best restaurants and lunch counters in the district on May 1. The least is for 20 years at an annual rental of \$45,000.

# Ice Cream Department

Conducted by ALFRED C. FRASER

## Uphold Pure Ice Cream

### Manufacturers Fight New Jersey Bill Which Would Permit Adulteration of Ice Cream With Coconut Oil

**R**EPUDIATED in its amended form by ice cream manufacturers, health authorities and its former sponsors, the ice cream bill introduced in New Jersey by Senator Runyon at the beginning of the present session has been recalled after passage by the Senate, and it is probable that New Jersey will be without an ice cream standard for another year.

The bill as originally introduced by Senator Runyon provided that ice cream should contain not less than 8 per cent butter fats, and it had the backing of the milk producers and health officers; but subsequently the measure was amended to provide for 4 per cent butter fats and 4 per cent coconut fat, except where fruit, nuts or eggs were present, in which case 3 per cent butter fat and 3 per cent coconut fat were deemed sufficient.

Immediately a storm of protest arose from health authorities, milk producers and ice cream manufacturers themselves. The State Department of Health gave out a statement to the effect that should the amended bill be passed, ice cream would cease to be made from milk or cream except in small part and would be materially reduced in food value. The officials continued: "With the enforcement of the prohibition legislation, consumption of ice cream has greatly increased and will continue to increase, and for that reason it is imperative that the food value of this very important food product should be maintained at a high standard. "Ice cream manufacturers are likewise opposed to the cheapening and adulteration of their product, fearing competition on an unfair basis by adulterators. Manufacturers who use coconut fats have replied that coconut fats are freer from bacteria than butter fats. The latter are, of course, more expensive."

It is still a mystery how the Runyon bill became amended in its progress through the Senate, and much speculation and uncomplimentary editorial comment has resulted. The matter has been taken up in the press columns of four states.

#### Wisconsin Bill Explicit

Ice cream standards are to be established by law in Wisconsin with definiteness, leaving less room for argument with food inspectors and others. The following provisions of Assembly bill No. 416, which has just come before the legislature, are likely to be adopted. It is not expected that there will be much of a legislative battle over the measure.

The following is the definition of ice cream:

"A frozen product made from cream, or milk and cream, and sugar; and may contain added milk solids, fat; eggs, natural flavoring, edible gelatin or harmless vegetable gum, and shall contain not less than 12 per cent milk fat nor over one-half of one per cent of gelatin

or gum, or a mixture of the two; volume of ice cream after melting shall be not less than one-half the volume of the ice cream as manufactured and sold.

Fruit, nut and chocolate ice cream need contain but 10 per cent of fat.

#### Connecticut Bill Rejected

The bill for regulation of the manufacture of ice cream in Connecticut has been rejected by the Senate in that state, following an unfavorable report by the legislative committee of Public Health and Safety. The present statutes provide that less than eight per cent of butter fat may be sold, providing the true amount shall be made known, and that, if it contains a minimum of less than eight per cent a conspicuous sign be displayed to that effect. The committee making the unfavorable report on amending of these statutes is of the opinion that they are sufficient to govern the ice cream trade.

#### Fix 8 Per Cent Standard in Ohio

The Ohio Senate has passed the Kryder ice cream standardization bill after an amendment had been added reducing the butter fat requirement from 12 to 8 per cent. Many in the Senate were hoping for a 10 per cent compromise, especially the farmer element.

#### Nebraska Reduces Standard

The Senate of Nebraska, by a vote of 24 to 9, has passed a bill requiring but 10 per cent of butter fat in ice cream, as against 14 per cent under the old law. Fruit ice cream can get by if it contains 8 per cent of butter fat. It was argued that under the 14 per cent standard, ice cream was too rich for the blood of the average consumer. The bill was favored by the manufacturers on that ground that less fat would result in a better balanced product. They declared that under the 10 per cent law they could afford to sell at a lower price, from which they expect added popularity and increased consumption on the part of the public.

#### Maine to Protect Purity of Ice Cream

A bill is at present under consideration by the legislature of Maine which is designed to protect the purity of the ice cream offered for sale in that state.

The act provides that it shall be unlawful for any person, firm or corporation to manufacture sell, distribute, transport, offer or expose for sale, distribution or transportation any homogenized frozen milk products, containing less than 14 per cent milk fat as ice cream.

The act further provides that the sale of homogenized frozen milk product whatsoever by any person, firm or

corporation shall be prohibited, except when proper notice is given to the person of the true nature of such product. It shall be unlawful for any person, firm or corporation to sell, distribute, transport, offer or expose for sale, distribution or transportation any homogenized frozen milk products unless the same are properly branded or labelled. The bill will probably pass.

### SELLS ICE CREAM BY WEIGHT

**Chicago Retailer Discards Pint and Quart Carton Method—Shrinkage and Loss of Profit Obviated—Customer and Merchant Both Get Fair Deal**

A plan by which retailers can obviate the shrinkage of ice cream and the consequent loss of profit has been evolved by Lee M. Pedigo, owner of a store in Chicago. The solution of the problem is simple, and consists of selling ice cream by weight instead of by the pint or quart. As a result, it does not matter whether the sweet is packed tightly or loosely wadded, for the customer gets full value by weight and the merchant receives the full market price.

"I weighed a large number of cans of ice cream," says Pedigo, "and found that their average net weight is around 400 ounces. The best grade of ice cream, therefore, costs two cents an ounce, and that gives me the basic figure on which to work.

"I weigh my bulk cream and give twenty-five ounces net weight for a quart. Figuring the cream at two cents an ounce, and the carton at one and three-quarter cents, your ice cream costs you 5 1/4 cents per quart. I have found, however, that most druggists do not weigh their cream, but just put all they can in a quart container, which will hold, packed down, from twenty-eight to thirty-one ounces, according to the condition of the cream.

"If you weigh your cream and only give twenty-five ounces for a quart you can sell it for 75 cents, and that is my price for 'New York' and vanilla. For chocolate and strawberry I get 85 cents. Bricks are sold at 55 cents.

"The easiest way to prove my statement is to sell bulk cream in the usual way from one can, and set the money received for it to one side. I doubt very much if you will have money enough to pay for another can.

"Bricks are cut four to the gallon, and if you put a brick of cream on the scales you will find that it weighs from nineteen to twenty-one ounces. This proves without doubt that there are only three quarts of bulk cream in a gallon."

### BUTTER FAT FROM KEROSENE?

**You May Laugh At Henry Ford's Cowless Milk, but Chemists Say Petroleum Can Be Made to Furnish a Full Assortment of Edible Oils and Fats**

To the harried ice cream manufacturer who sees on one side rising butter fat requirements and on the other rising milk prices, while he is faced by the demand for reduced ice cream prices, there may be a ray of hope in the knowledge that some day he may be able to use kerosene as a substitute. No, it doesn't sound even fairly plausible, but stranger things have happened. The chemists tell us now that petroleum can be made to supply us with a full assortment of the edible oils and fats and the kerosene portion of petroleum happens to be the one from which butter fat would come.

Butter fat like all edible fats is a combination of glycerin with a fatty acid, in this case butyric acid. The chemical name is glyceryl tributyrate, but it should not be condemned just on that account. By a process recently discovered, it is possible to oxidize the hydrocarbons of petroleum into fatty acids. Thus the butane of kerosene would yield butyric acid. Once this is done the only problem left is that of combining the butyric

acid with glycerin, made by another process from sawdust or corn stalks, and we would have real butter. As Henry Ford would say, "Why have cows?"

Of course there are a couple of objections to the plan and it is still too early to cancel milk contracts. For instance, the synthetic butter fat will not contain vitamins, but this could be made up by serving half a yeast cake with each dish of ice cream. A more insuperable objection is that a quantity of butyric acid about sufficient for a fly's breakfast has a 120 h. p. smell. Where they could locate a factory manufacturing tons of it is a problem.

### ICE CREAM SUPPLANTS BEER

**Soda Fountain Establishments Superseding Saloons Throughout Pennsylvania, Delegates Report at Manufacturers' Convention**

The ice cream establishment is rapidly superseding the saloon all over Pennsylvania, it was reported at a gathering of ice cream manufacturers held in Pottsville recently. A complete revolution has been effected in the appearance of some towns by the substitution of the open windows of the ice cream parlor for the drawn blinds of the old saloon.

The Yuengling Brewing Company, still operating one of the largest breweries in the State, told the delegates that the ice cream factory which it built across the way from the brewery has been a big success, offsetting the falling off in the beer business. There may be a drop in ice cream prices, if there is a further reduction in the price of dairy products, but not otherwise, the delegates thought.

### SPOOKS IN THE ICE CREAM CAN

**Washington, D. C., Retailers Tell the Old Story of Buying 3 Gallons of Ice Cream and Finding Only 8 Quarts When They Try to Sell It**

Retail dealers in ice cream in Washington, D. C., are protesting over the fact that they are able to get only eight or eight and one-half quarts of ice cream out of the average three-gallon can, as delivered by the manufacturer. They assert that because of this shrinkage they get almost no profit out of the sale of frozen sweets. Bulk ice cream is sold to the retail trade at about \$1.40 a gallon in Washington, and according to the retail dealers the consistency is such that one quart weighs about eighteen ounces, whereas, when repacked for customers by the retailer a quart weighs twenty-eight ounces. Here is the statement of the dealers:

"Take a three-gallon can of ice cream (twelve quarts) and the weight will be about two hundred and sixteen ounces. Repack that in the quart boxes, and you will find you have about twenty-eight ounces to the quart. In other words, the dealer buys an eighteen-ounce quart and sells a twenty-eight ounce quart.

"He pays \$4.20 for a three-gallon can of ice cream, and sells eight and a half quarts out of it, say at 60 cents a quart, and receives \$5, a profit of 80 cents for repacking three gallons of hard ice cream."

According to retail dealers, many of them are going out of the business of selling bulk ice cream because of the hard work and small profit attached to handling the product in that form.

In addition to the loss entailed in the bulk of the cream, between receiving it from the wholesalers and selling it, the druggist or ice cream stand dealer must pay for the box, pay for the clerk who packs it in the box, and meet the overhead expenses attached to maintaining the store. These expenses cut down the ice cream man's profit.

## SPACE AT EXPOSITION IN DEMAND

**Confectionery and Soda Fountain Show Only a Few Weeks Off—Wide Variety of Exhibits Planned**

It is only a few weeks to the opening of the National Confectionery, Soda Fountain and Accessories Exposition in Atlantic City, the opening being May 23rd and the closing May 28th. A large number of firms engaged in the confectionery and allied businesses have already taken space so that a good deal of the floor at the Million Dollar Pier in Atlantic City is already disposed of. Exhibitors who wish to get the good space still available have not much time in which to make reservations.

The scope of the show will be exceptionally wide this year and exhibits are being arranged to show the production and distribution of all kinds of confectionery, while many types of machinery employed in its manufacture, together with chocolates, gelatins, flavors, extracts, nuts, fruits and colors will be on display. Attention is also to be given to freezers and auxiliary implements, and also such accessories as containers, jars, boxes and display and advertising devices.

The following list of firms, which have already taken space in the exposition will give an idea of the wide variety of exhibits which will be features of the show:—

Davis-Watkins Dairymen's Mfg. Co.; Paramount Machinery Co.; Chicago Carton Co.; Package Machinery Co.; Smith Scale Co.; Carrier Engineering Corp.; Sealright Co., Inc.; New Jersey Machine Corp.; Harold A. Sinclair; Thomas W. Dunn Co.; W. L. Fleisher & Co., Inc.; White-Stokes Co., Inc.; National Paper Can Co.; Jaburg Bros.; Tin Decorating Co. of Baltimore; Crandall-Petee Co.; L. Weiscope; Ferguson & Haas; National Seal Co., Inc.; Vacuum Candy Machinery Co.; J. W. Greer Co.; United States Foil Co.; Papercan Corp.; Confectioners Journal; T. M. Duche and Sons; Blanke-Baer Extract & Preserving Co.; H. W. Eddy; Panay Horizontal Show Jar Co.; R. C. Taft Co.; Liquid Carbonic Co.; Kearns-Gorsuch Bottle Co.; Star Extract Works; Milwaukee Paper Box Co.; Crown Fruit & Extract Co., Inc.; Van Houten & Zoon; A. M. Collins Mfg. Co.; National Aniline & Chemical Co.; Kay-White Products Co.; Anheuser-Busch Sales Corp.; Essex Gelatine Co.; Armour & Co.; Keystone Fruit Products Co.; Blessing Electric & Mfg. Co.; Hygeia Antiseptic Toothpick Co.; Jas. S. Drew & Co.; The Rheinstrom Bros. Co.; H. Kohnstamm & Co.; Henry H. Ottens Mfg. Co.; Signode System, Inc.; Bendix Paper Co.; M. A. Brown Paper Box Co.; National Art Co.; Limpert Bros.; Stadler Photographing Co.; Geo. Ringler & Co.; Voorhees Rubber Mfg. Co.; The Nulomoline Co.; Haug & Company, Inc.; Improved Appliance Co.; National Equipment Co.; John Werner & Sons, Inc.; and Thomas Mills & Bro.

## A NEW ICE CREAM CONE

The Cone Company of America, whose plant is located in Long Island City, New York, has just placed on the market a new ice cream cone under the name of "Havacone."

The men behind this enterprise have had long experience in the manufacture of food products, and in the development of this product they have worked on the theory that the average person eats ice cream from the container and throws the cone away because it is not palatable. In the "Havacone" they claim to have produced a cone which is good down to the last crumb.

They describe the new cone as a pure cake cone with an agreeable flavor, containing nothing but the best ingredients, with no grease, coloring matter or chemicals of any kind.

The new cone will be freely advertised so as to acquaint the general public with its qualities.

## BOTTLERS FOR REMOVAL OF SODA TAX

The official organ of the bottlers, the American Bottlers of Carbonated Beverages, is doubling its efforts to have the present 10 per cent tax removed from its product. Congress has convened in special session to consider the revision of the Revenue Act, and since it is probable that the tax will be removed from soda fountain wares, the bottlers are strongly urging a similar concession for themselves. In a supplemental brief just submitted to the House Ways and Means Committee, the bottlers' organization declares its belief in the necessity of removing the tax burden from the soda fountain. It says:

"There is no question that Congress is right in its position towards the soda fountain tax. Every agent of the Government who has come in contact with this tax agrees that its collection is difficult, its productivity uncertain and that the Government can have no assurance that it will receive the money levied upon the consumers. Further, being on popular beverages retailing at five cents this special tax has given an opportunity for an increase in price to that portion of the public least able to pay."

## ICE CREAM PRICES TO DROP

Prices of ice cream will drop this spring according to a prediction made at the get-together meeting of members of the New York State Association of Ice Cream Manufacturers at Utica, recently.

It was an informal conference at which such subjects as express rates increases, proposed legislation in regard to Sunday closing of retail stores, the price of sugar, milk and other ingredients used in the making of ice cream, were discussed.

## SOUTH DAKOTA ORGANIZES

**Ice Cream Manufacturers Form Association Affiliated With Dairymen's Association—J. F. Herrick Elected President**

Meeting at Sioux Falls in conjunction with the Dairymen's Association, the ice cream manufacturers of South Dakota have organized the South Dakota Ice Cream Manufacturers' Association, with F. J. Herrick of Mitchell as president. The organization will be affiliated to some extent with the South Dakota Dairy Association. The other officers elected were: W. G. Gagnon of Huron, vice-president, E. E. Thompson of Mitchell, secretary, and A. P. Ryger of Brookings, chairman of the committee on constitution and by-laws.

A special committee was appointed at the meeting of the Dairy Association to consult with Dr. E. W. Johnson, president of State college at Brookings, about the securing of a dairy specialist, for the State College extension department. The matter is also mentioned in the resolution adopted by the association.

Other things recommended in the resolutions were: more dairy meetings, promotion of production of better cream through scientific feeding, and improvement of herds by selection and breeding. The Sacrifice campaign of the Near East Relief Fund was endorsed and the association contributed to the fund. Appreciation was voted to the members of the Sioux Falls organizations who took part in the program.

## MISTRIAL IN REID CO. SUIT

Hearing of the evidence in a suit for \$25,000 brought by Albert Foot of Jersey City, N. J., against the Reid Ice Cream Company, has ended in a mistrial. Foot, who is 10 years old, fell down an elevator shaft in the concern's plant and broke both arms. Counsel for the plaintiff consented to the mistrial in order to amend the pleadings in the case.

### FIGHT MINNESOTA EXTRACT BILL

**Manufacturers' Association Bitterly Opposing Legislation Which Would Require Permits From Makers, Retailers and Purchasers of Flavorings**

The Flavoring Extract Manufacturers' Association is greatly concerned over developments of a legislative character in Minnesota and sees in two bills offered there the death knell of the industry, if the advocates of the measures succeed in mustering enough votes to pass them. The example of a great state like Minnesota, the flavoring extract men believe, would be so powerful as to encourage emulation in a number of other states, the success of the Minnesota attack being used as a lever to bring lawmakers elsewhere in line for similar acts. The situation is regarded as so serious that a determined effort is being made by the manufacturers' association, through its legislative committee to stir up not only the membership, but all those who are in any way interested in the future of the industry, to the end that they may move upon the Minnesota legislature and bring sufficient pressure to bear to defeat the attempt at hamstringing an important activity.

The measures in question are House Bill No. 956 and Senate Bill 846. Bill No. 956 had, at last accounts been favorably reported by the Committee, with all reference to flavoring extracts left out, but there had also been favorably reported House Bill 1140 which defines extracts, and permits the sale by wholesale druggists, grocers and manufacturers' agents, all of whom are required to secure a permit to manufacture or sell, the bill also requiring that the consumer or housewife, must have a permit. The original bill, or No. 956, would have confined the sale of flavoring extracts to registered pharmacists, compelled all manufacturers and sellers of the same to secure permits to do so, and also compelled the users, namely the housewife and others, to secure a permit to purchase such extracts, such permit to be granted by the county clerk or city auditor, upon such user making affidavit as to the purpose for which the extract was to be used, and taking an obligation that the buyer would not use such extracts for beverage purposes, nor permit them to be used for beverage purposes.

According to the extract manufacturers the committee to which the bills were referred was entirely under the domination of the Anti-Saloon League forces, by whom the measure was drafted, and it seemed impossible to make any headway with the committee, but by arousing the State the opponents of the bill succeeded in having eliminated all reference to flavoring extracts. However, it is claimed that the committee allowed this only because it feared the bill would go down to defeat, and for the purpose of dividing the opposition; and having, as it thought, pacified some of the antagonists, the committee reported favorably the new bill, No. 1140.

The legislative committee of the Flavoring Extract Manufacturers Association, in its letter to the members and others points out that if the provision with regard to housewives being required to obtain permits to buy flavoring extracts is retained, the flavoring extract industry faces virtual ruin not only because of the difficulty thus put in the way of common use of extracts but for the reason that the advocates of the measure will start similar fights in all States where sessions of the Legislature afford an opportunity.

### WILL MAKE FRUIT PRODUCTS

Following extensive experimental work at Arcadia, Fla., the Tropics Produce Company is now preparing to begin operations in earnest. The company will manufacture Grape-Fru-Lade from waste fruits from growers and packing houses. The firm declares that its research work, carried on for several weeks, was entirely successful.

### WAR BAN STILL ON IN ENGLAND

**Food Conservation Measure Prohibiting Sale of Ice Cream After 8 P.M. Has Never Been Removed—Dealers Look Upon America With Envy**

If the American retailer in ice cream thinks he has his troubles with the government tax and other things, he should think of the greater woes of his English brother in the trade. For no ice cream can be sold in England after eight o'clock in the evening, Saturdays excepted, when the shops can serve their customers until nine.

The prohibition is against ice cream, and it is one of the war time regulations which has never been repealed. During the war and now dealers have placed on the market a substitute ice cream, made without milk or cream, and which can be served without violating the law. A popular substitute during the war was called Frostine.

The English ice cream men look with admiration if not with envy upon their American brothers. At a recent meeting at Leeds the principal speaker was A. Pompa, editor of a London trade paper, who said in part:

"The future has a lot of troubles for us, but it will gradually bring us to the state of the trade we see in America. Just fancy 100,000 persons working in the trade there, soda fountains and large ice cream factories all over the place, people eating ice cream as they drink beer over here. A trade that had 4,000 wholesale ice cream factories, some with a capital of 4,000,000 dollars, huge buildings that made butter, cheese and ice cream, huge freezers, and boilers, and ice safes, a fleet of motor trolleys delivering the tubs to the hundreds of customers around the towns. They eat ice cream in the States as we could hardly imagine here. In 1920, the United States alone sold 250,000,000 gallons, nearly 70,000,000 more than last year! The wages paid in the factories alone is 150,000,000 dollars."

### RECOMMEND 5-CENT CONE

**Southern Ice Cream Manufacturers, in Convention at Savannah, Advise Dealers To Restore Popular Price Sweet—Delegates at Banquet**

Members attending the annual convention of the Tri-State Association of Ice Cream Manufacturers at Savannah, Ga., voted to advise dealers to restore the 5-cent plate and 5-cent cone of ice cream. The manufacturers claimed that there was no excuse for continued high prices on the part of the retailers. They claimed that the "sundae merchant" could afford to sell cones and small plates of cream for a "nickel" and make a good profit. It was accordingly agreed that the members should instruct their salesmen to inform the retailers of the sentiment of the manufacturers.

General trade conditions were discussed and the majority view was that the pessimism existing in some quarters was based on ignorance of the actual facts. Reports received indicate, according to Secretary John Sanckee of Augusta, that the business depression will not influence ice cream addicts from indulging their appetites when "Old Sol" shines.

It was decided to hold the 1922 session in Atlanta, but no date was decided upon. The session closed last night with the annual banquet. Thirty delegates representing Georgia, South Carolina and Florida were in attendance.

Officers elected follow: President, M. J. Costa, Athens; vice-president, J. D. Kanneite, Macon; secretary-treasurer, John Sanckee, Augusta; board of directors, Fred Scanning, Atlanta; R. W. Freyschmidt, Charleston, S. C.; Joseph Flowers, Thomasville, Ga.; S. B. Breedlove, Valdosta, Ga.

## The Editor's Correspondence

### TURNOVER IS RULING FACTOR IN PROFIT Editor, THE SODA FOUNTAIN,

In a recent issue you asked for opinions on the percentage of profit required over cost in order to allow a reasonable net profit. My opinion is that in almost every case the ruling factor must be turnover. If the turnover (the volume of business done) is high, then the percentage can be much lower than in the case of a small turnover. Where a big volume of trade is handled the ratio of profit can be smaller because the ratio of expense is smaller.

Another factor which enters largely is the amount of capital working in the business. If business is worked on a small capital every dollar of profit shows a higher percentage of return than if a large capital is used. Again, if a business is owned by one man alone he can be content with a smaller net profit than if two or more people are interested.

I consider that with most items of food or drink sold in the catering trade one must aim at getting at least twice the price over gross cost,—if an item cost 5c it must sell at ten cents, at least. Many factors must again enter into consideration. A straight soda drink costs less overhead and labor expense than a fancy sundae, and assuming that sundae materials require less space than the drink materials, the net cost of serving may be equalized. I cannot get away from the one point of turnover, if one fountain specializes in fancy sundaes and does a big trade in them it gets on turnover what it loses in gross profit. Following the same line of thought, the same item, be it soda or fancy sundae, costs more to serve at quiet times than at busy times, this again because of turnover. Suppose that at times your dispenser is kept busy serving customers, while at other times he has no customers to serve. In the latter case he is idle, but his wages and your expenses are just as heavy as though he were busy and bringing in a profit.

No matter what system is adopted, the question of waste will always be a variable quantity. One tube of gas may have faulty connections with resulting waste, while all others may be in good condition. Your ice cream maker may be careless with freezing, salt, or ice, or electricity or in the handling of tubs, but allow what percentage you will, it will always vary. And so on right through most materials you use. You may estimate and average, but you cannot rely on absolute accuracy. This being the case you must so average your gross profit that you are well covered against loss. If you can get along without loss, so much the better for your profit. After all, it is not what you receive but what you spend that affects profit and loss.

In addition to the above, there are a hundred and one other things which must be considered in fixing percentage, such as the number of, or lack of, labor saving devices, the overhead charges, which alone include numerous extras, and staff, etc.

In practice I find that I am able to run the good with the bad, for after all there are some things one must handle without much profit, while with others one can get extra profit by good buying and quick selling.

Please note that my experience is at the moment concerned principally with restaurant catering, but my observations on soda fountains are also from experience.

Referring to your remarks on fountains in England, may I say that the increasing popularity and development is confined almost entirely to large stores, cinemas, other amusement houses, and to the principal cafes. In

few places are the fountains run on their own merits; they must depend upon other branches of business to draw trade for them. It appears that the most successful fountains are those which are able to create an atmosphere (and, shall I say, in many cases nearly suffocating patrons with atmosphere) and then tempting them to drink cold and soothing concoctions.

In cafes the fountains are used chiefly as side lines, for much of the fountain trade, as Americans know it, is done in the cafes. Ices, iced drinks, fruits, coffee and chocolate have long been obtainable in the principal cafes. As America is developing the sea room and luncheonette, so is England developing the soda fountain. At a recent visit to London in the winter time I came to the conclusion that with the exception of the large stores and amusement houses the soda fountain in winter is not paying its way. I visited several of the chain stores having fountains and with one exception I found trade almost at a standstill, although thousands came to the premises for other purposes. I do not mean to say that the fountain is not gaining headway over here. Without a doubt there is a future for it, but, owing to the variable British climate, it will be many years before it in any way resembles your American fountain trade.

Some years ago I began business here on American soda fountain lines, but found the variable weather at any and all seasons of the year very much against making headway on the fountain's own merits. Though we now have the most up-to-date fountain in the town, it is really but a side line to our restaurant. So I speak from experience as well as observation.

Very truly yours,

C. H. MAGNUSSON.

Southport, England.

### OPEN 1,000-GALLON PLANT

**Carolina Creamery Company Starts Manufacture of Ice Cream at Big New Factory in Winston-Salem, N. C.**

The Carolina Creamery Company, after spending \$50,000 on the plant of the Forsyth Dairy Company at Winston-Salem, N. C., has begun to furnish ice cream to the retailer. The factory is equipped with the most modern machinery and has an average capacity of 1,000 gallons a day, although the output can be greatly increased in case of press of business during the hot season. It is planned to run the plant summer and winter, an innovation in that section of the country. The officers of the company are Curtis Bynum, president; Hans Broby, vice-president and general manager, and C. E. Landreth, secretary.

### WILLIAM WELCH SHOT

William Welch, son of Dr. E. C. Welch of grape juice fame, and himself an executive of the grape juice concern, was wounded five times in a recent battle with motor thieves. Mr. Welch, acting as a deputy sheriff, gave chase in his racing car to two men in a stolen sedan who were speeding through Westfield in the direction of Buffalo. The bandits, finding themselves outmatched in speed, stopped by the road-side and shot Welch three times when he came up to make the arrest. Welch fell, but at once got up and ran. Struck twice more, he "played dead," and lay in the ditch until the thieves made their escape, when though weak, he drove his car home. It was found that only one wound will be troublesome.

Mr. Welch has been active lately in Buffalo campaigns against bootleggers. When asked whether this experience had cured him of enthusiasm for the life of a deputy sheriff, he replied, "Not on your life."

## News Notes of the Trade

Ewin F. Forbes, president of the New England Confectionery Company of Boston, Mass., has been traveling in the south with his wife. They stayed for some time at Belleair Heights, Fla.

Samuel Dolbey, president of the Dolbey Ice Cream Company, of Providence, R. I., recently gave a dinner to the employees of the firm. At the banquet the bonuses earned during the past year were given out. Charles Morris, William McLeod and George Clapp, officers of the New Haven Dairy Company were special guests.

Dorothy Marble, daughter of Mr. and Mrs. Frank Marble of East Hartford, Conn., has been married to Harold Walsh, and has gone with the groom on a wedding trip. Mr. Walsh is partner in an ice cream and candy store, in Manchester, while the bride is a teacher in the kindergarten school.

The pupils of the Palmerton High School of Allentown, Pa., have been invited by the owners of the Mealey and Goade Ice Cream Company to make an inspection of the plant. Mr. Goade, in a letter to the principal suggests the visit as instructive to the pupils as well as gastronomically pleasant.

The New England Confectioners' Club held its annual spring meeting and dinner recently at Young's Hotel in Boston. N. E. Coville, the president, presided. Horace H. Atherton, Jr., Register of Probate for Essex County, and Frank B. Sloane, Deputy Tax Collector for Massachusetts, were the speakers.

### PACK ORANGES IN BASKETS

California Growers Trying to do Away With High-Priced Wood Boxes and Paper Wrappings—Prediction Made That Basket-Pack Will Revolutionize Fruit Shipping

Bushel baskets instead of boxes were used recently in shipping oranges from the San Bernardino, Cal., groves to Denver, and the brokers are now predicting that the orange growing industry of California will be revolutionized as a result.

The basket packing, the brokers believe, will materially cut the cost of shipping inasmuch as it will do away entirely with high-priced boxes and paper wrappings. The wrapping alone, it is said has increased in cost this year 150 per cent over 1920. The fruit will be graded, sized and washed just as in the box pack. Each basket will be covered with a wooden lid and will contain 50 pounds net.

### INCENDIARY FIRE IN CONE PLANT

Investigation of the fire at the plant of the Milwaukee Ice Cream Cone Manufacturing Company of Milwaukee has revealed that the flames were started either by a pyromaniac or a person holding a grudge against the firm.

A few days before the fire the company had signed a contract to supply a local wholesaler with 5,000,000 cones at a price of \$3.90 a thousand. Officials of the concern were in St. Paul, purchasing machinery with which to get out the order, when the fire occurred.

District Fire Marshal Morgan said that he had been called earlier in the evening to the building by a pedestrian who saw a glow in the oven room. Mr. Morgan found cartons and paper boxes piled close to the oven, which was red hot. He drew the coals and pushed the boxes back, locking a rear door, which was open. Three hours later there was another call to the building, which was in flames. The rear door was open, and the fire had started from boxes piled close to the hot oven.

## Popular Luncheon Desser

### Strawberry Bombe

Line quart molds with strawberry ice cream. Fill with pineapple sherbet. Pack in ice and salt for four hours. Cut in slices, wrap in wax paper, and put in an ice cave to keep solidly frozen. Serve with strawberry sauce made as already directed.

### Pineapple Pudding

1 quart shredded pineapple	1 pound sugar
3 tablespoonfuls granulated gelatine	1 pint cream
$\frac{1}{2}$ cup boiling water	1 teaspoonful salt

Dissolve the gelatine in the hot water. Let stand until partly cool. Heat the pineapple pulp and juice boiling hot. Dissolve the sugar in this. Add the gelatine mixture and the salt. Cool. Fold in the whipped cream. Turn into small molds. Set aside to harden. Unmold. Garnish with Maraschino cherries or serve with strawberry sauce. A very good strawberry sauce for this is made of plain crushed berries and sugar.

### Strawberry Custard

1 quart milk	1 cup sugar
4 whole eggs	1 teaspoonful salt
1 teaspoonful vanilla	

Beat the eggs without separating. Mix with the sugar and salt. Scald the milk and pour over the egg mixture. Beat. Return to the double boiler. Cook until the custard thickens. Allow to get cold. Season with the vanilla. Hull whole ripe berries. Do not crush. Wash and allow to drip. Put three tablespoonfuls of berries into an individual serving dish. Cover with a soft cold custard and finish with Strawberry Meringue.

### Strawberry Meringue

To the stiffly beaten whites of four eggs, add four tablespoonfuls of powdered sugar. Crush and lightly sweeten one pint of strawberries. Gently fold the strawberries into the beaten whites. Drop the strawberry egg white mixture by small tablespoonfuls into a kettle of boiling water. This will poach the egg white, making little, red-flecked islands. Serve one of these on top of each dish of strawberries and soft custard. The meringue islands may be prepared in advance and kept on a platter in a cold place.

### Strawberry Mousse

1 quart heavy cream
$\frac{1}{2}$ pound powdered sugar
1 pint crushed, sweetened berries
1 teaspoonful salt

Whip the cream, add the salt, sugar and berries. Pack in ice and salt and let stand five hours.

### ICE CREAM MEN WANT PURE PRODUCT

At a recent meeting of the Illinois Association of Ice Cream Manufacturers, John W. Knobbe, the president, met enthusiastic response from members when he said: "We want ice cream to be the watchword of purity. We want it to be known as the best and purest food that can be eaten."

All members at the gathering predicted increased business during the coming year.



## Obituaries

### WALTER M. LOWNEY DIES

Walter M. Lowney, one of the leading candy manufacturers of the country, died at Atlantic City of heart disease on April 4th. Mr. Lowney had been in poor health for some time and had gone to Atlantic City in the hope of regaining his failing strength.



WALTER M. LOWNEY

Mr. Lowney was known the country over because of his interests in the candy business, and also because of his active interest in the Federation of Boys' Clubs. He was chairman of the board of directors of the Walter M. Lowney Company of Boston and president of the Walter M. Lowney Company of Canada, Ltd. He began the manufacture of chocolate bonbons in Boston in 1883

and incorporated the company of which he was president for 30 years, in 1880. His plant at Mansfield, Mass., is one of the largest in the country devoted to the manufacture of chocolate products.

Mr. Lowney was a native of Maine and was educated in the Bangor public schools. He made his home in Mansfield and was greatly interested in the affairs of the town, having donated Lowney Park to it. He took a strong stand for the appointment of a town manager as a desirable form of town government. Within a week his desire in that matter might have been fulfilled.

He was a director of the Boston National Bank and the First National Bank of Mansfield, president of the Mansfield Realty Company, overser of the Bunker Hill Boys Club of Charlestown and a 32d degree Mason.

A. B. Roe, confectioner of Del Rio, Texas, died recently at the age of 62.

William Casper, owner of a fruit and confectionery business at Milwaukee, Wis., died of apoplexy a few days ago.

John Repetti, who for many years conducted a candy store in Little Rock, Ark., died recently at the age of 77. Mr. Repetti was born in Genoa, Italy, but moved his entire family to this country. He is survived by his wife, a son, two daughters, a brother and a sister, all of Little Rock.

Owen Light, senior member of the firm of Gray & Light, Inc., of Bridgeport, Conn., died recently after a long period of ill-health. The concern in which he was a partner is one of the oldest and best known in the mineral and soda water industry in that part of the state. Mr. Light was born in Carmel, N. Y., 66 years ago, but moved to Connecticut when a boy. He is survived by four daughters and one son.

### ICE CREAM SODA A NEW DRINK

Both Ingredients Long Known But Never Combined Until 1876, When Robert M. Green Invented the "Novelty" At Centennial Exposition in Philadelphia

Ice cream soda as a thirst quencher may seem a simple thing, but the fact remains that it is but a comparatively recent combination, for Robert M. Green, the man who invented it, only died last year. He is buried in Philadelphia, and under the terms of his will the following inscription will be carved on the headstone of his grave: "Here lies the originator of ice cream soda."

While ice cream itself goes back to medieval times and soda water was invented in Colonial days, no one seems to have had the notion of combining the two until during the Centennial Exposition in Philadelphia in 1876, Robert M. Green made the experiment of placing a spoonful of ice cream in a glass of soda. At the time Green, who was a clerk in a drug store, had charge of the soda fountain installed as one of the "new" attractions at the exposition.

Visitors were invited to step up and sample the drinks and Green himself invested in some ice cream from a neighboring stand as part of his noonday meal. The idea of mixing the two suddenly occurred to him and he tried it on several of the customers all of whom liked it so well that they returned for additional orders of "that new mixture." Soon the fountain was crowded and Green had a difficulty in securing a sufficient amount of ice cream.

### CORN OIL GROWS IN POPULARITY

50,000 Tons of It Produced in 1918—Has Many Uses, But is Mostly Refined For Table Purposes, Either as Cooking Fat or Salad Oil

Corn or maize oil is a comparatively new comer in the food field. Not so many years ago most people would have been at a loss to know what was meant when corn oil was referred to. But the Department of Agriculture reports that in 1918 approximately 50,000 long tons of corn oil were produced, of which about 70 per cent was refined for table purposes. This is an amazing amount of oil, when you consider that the oil is derived solely from the germ of the maize kernel, that is, the little nucleus at the apex of the corn kernel, which furnishes the motive power when the corn sprouts. This little oily germ in cornmeal renders the latter liable to become rancid so that its removal is desirable.

The kernels are separated from the corn by a shredding process which tears loose the husks and nucleus, without grinding the starch-containing portion of the grain appreciably. Once separated, the germs are treated as is most other oil bearing material, that is, they are pressed either in a hydraulic press or in some similar apparatus. The oil cake which is left after the oil has been expressed has a high food value and is sold for stock feeding purposes.

Corn oil is coming to have many uses, but most of it is refined for table purposes and the demand for this product is rapidly increasing. It is used principally as a vegetable cooking oil, that is, as a substitute for lard and butter, and also has achieved popularity as a salad oil.

### CREMO-VESCO CO. STARTS 5TH YEAR

The Cremo-Vesco Company of Brooklyn is starting its 5th year of business with the intention of doubling its business within a six months' period. The manufacturers have adopted as their selling points for the campaign the following: That no first-class fountain or luncheonette will use substitutes for whipped cream; that whipped cream is one of the most expensive items; that Cremo-Vesco, while not a gelatine, cuts the cream bill in half by bringing out the richness already in the cream and doubles its bulk when whipped.

# THE BUSINESS RECORD

## Latest Information Covering Incorporations, Changes and Business Transactions in the Soda Fountain and Allied Industries

### ALABAMA

Attalla—The Lakeview Ice Cream Company has been organized by Max F. Stowers and Joseph N. Cooper. They are building a factory with a capacity of 4,000 gallons of ice cream daily.

### ARIZONA

Benson—J. G. Long has sold his soda fountain to C. E. Brown and W. E. Wellborn.  
Douglas—The De Luxe Soda Shop has been purchased by Otis E. Scales.  
Mesa—The Mesa Ice Cream Company has been opened for business by Edward Bosstick. A branch factory will also be opened in Phoenix.  
Phoenix—James Ballin is opening an ice cream factory.  
Tempe—The Norel Chocolate Shop has been bought by Asenath Colcman.

### CALIFORNIA

Alameda—W. S. Brown has sold his candy business to C. F. Allen.  
Bakersfield—The California Candy Shop has been acquired by J. R. Lowell.  
Berkeley—T. W. Starling has sold his candy and soda business to L. J. Hoefler.  
A Thielsen's confectionery store has been purchased by John K. Credon.  
Byron—Mrs. R. F. Jacoby has disposed of her confectionery store to J. B. Baker.  
Clovis—John Bortakian has sold his confectionery business to Charles Hayes and Edward W. Wyman.  
Exeter—G. H. Wilcox, confectioner, is installing an ice cream plant.  
Fresno—The Benham Ice Cream Company, one of the largest in the San Joaquin Valley, has arranged to open a branch at Visalia.  
Jackson—John Strohm, who conducts an ice and bottling plant, has added an ice cream manufacturing department.

Long Beach—The California Fruit Juice Company has opened a plant as a branch of the factory maintained at San Gabriel.  
F. A. Cox has sold his confectionery business to Katherine Saunders.  
Herman Hurwitz has sold the Virginia Sweet Shop to Alfred N. Janer.

Los Angeles—The Far West Soft Drink Parlor is now being conducted by M. C. Andres and Louis Clark.  
Gibson's Chocolate Palace has been taken over by M. Wershub.  
La Torca Sweet Shop announces that Lester R. Benedict has sold his interests to A. H. Prescott.

Matthew & Willis have given up their retail candy business to engage in the wholesale trade.  
R. F. Rice has sold his candy business to E. W. Sundin.  
Kings City—Knox's Candy Store has added a lunch and tea room.  
Martinez—J. A. Biggerstaff has sold his soft drink establishment to Toif Miles.

The Golden Poppy, a soda and ice cream store, has opened under the management of James Wallace, who until recently operated an establishment under the same name in Pittsburgh.  
Monterey—"My Attie," confectionery store and restaurant, announces George S. Teall as new owner of a one-half interest in the business.

Napa—The Hippodrome Sweet Shop has been opened in the new Hippodrome Theatre building by M. and G. Devita.  
Oakland—The Capricorn Candy Store has been sold to M. A. Beggs.

George B. Phifer has sold his candy business to J. C. and W. J. Blackwell.

Oak Park—Frank P. Dideo has leased a building and will install equipment costing \$6,000 for the manufacture of ice cream cones.

Ocean Park—The Root Beer Tree Place has been taken over by J. A. Ashmore.

Palo Alto—La Parisienne Confectionery has sold the interest of Walter Sumner to Joseph Gere.  
Paso Robles—The Paso Robles Candy Factory has sold a one-half interest to Steven Sheodas.

Porterville—Claire's Pharmacy has leased its soda fountain to A. C. Jewett.

Redding—The J. P. Eaton Company, operating a drug store, has sold the candy department to W. W. Seblett and Sons.

San Francisco—The Acme Ice Cream Company is preparing to make alterations to its premises to cost about \$16,000.

Barbours & Veilguth have opened a candy factory.  
California & Hawaiian Sugar Refining Company, Incorporated for \$20,000,000 by F. A. Drew, J. Craig, F. C. Lyser, G. G. Montgomery, H. W. Poett, R. T. Rolph and W. F. Sampson.

The California Ice Cream Company announces the dissolution of the partnership of Lee J. Sneath and George R. Goehler in the business. Mr. Sneath is retiring.

The Edward M. Cerf Company has been appointed selling agents for the California Bros. Manufacturing Company of St. Louis, makers of Red Cross Cough Drops.

William Corcoran Candy Company, Incorporated for \$150,000, incorporates W. Corcoran, L. Corcoran and C. W. Brown.

A Hansen has sold his confectionery business to J. T. Bryan.  
J. A. McDonald's soft drink business has been bought by Frank Plummer.  
The Powell Street Baking and Candy Company, Incorporated for \$35,000 by A. S. Newburgh, S. M. Rorder and G. Kane.

Julius Wiseman's confectionery store has become the property of May M. Pettengill.

San Jacinto—The Sweet Shop has been purchased by Edward G. Richey.

San Luis Obispo—The Candy Kitchen has been purchased by I. L. Winget.

San Pedro—George A. Conios has opened a soda fountain and lunch stand.

Santa Barbara—The Imperial Soft Drink Parlor has been bought by Henry Virzolini and Antonio Aliverti.

Santa Maria—Nevin's & Reuber's candy business has been sold to W. C. Hurt and W. C. Hillier.

Vallejo—The Barr Ice Cream Company announces the withdrawal of Paul P. Noyes from the organization. Howard W. Barr will continue the business.

Venice—The Candy Kitchen, belonging to T. B. Howard, has been sold to J. C. Hart.

C. E. Henry has sold his candy store in the Dome building to T. Pappas and J. B. Sams.

Whittier—The Midway Confectionery Company has been taken over by Duncan & Smith.

Willow—Ray J. Hilton has opened a confectionery and soft drink establishment.

### CONNECTICUT

Forestville—The White Rock Ice Cream Company, now under the management of J. W. Yale and Matthew Lamont, is installing additional and more complete machinery.

Hartford—The Hartford Ice Cream has been incorporated for \$50,000 and will be ready for business May 1. The incorporators are Robert Glaser, John J. McNally, Jr., and C. Henry Blester.

Norwich—S. F. Peterson, Inc., held a directors' meeting recently, at which the resignation of George S. Groat as secretary of the firm was accepted. James Peterson will take his place. The firm operates confectionery stores in Norwich and New London.

### FLORIDA

Arcadia—The Tropics Produce Company is preparing to begin the making of fruit products from waste fruits of growers and packing houses. The concern has been engaged in experimental work for some weeks.

Jacksonville—The Rusty Ice Cream Company has contracted with the Leon County Milk Company for its entire output, beginning April 1. The price is 25 cents a gallon, a reduction of 7½ cents per gallon over the average prices of last year.

### GEORGIA

Atlanta—The Lime Cola Bottling Company, incorporated for \$35,000, petition filed by C. M. Pike, C. C. Hunter, J. H. Wright, F. J. Pike, J. A. Pike and J. C. Hunter.

Dublin—The J. W. Geeslin plant is completed and turning out "Dublin Ice Cream." Mr. Geeslin formerly bottled coca-cola.

Macon—Hubert M. and Henry K. Burns will form a company of over \$100,000 capitalization for the manufacture of Georgia cane syrup. They were formerly in the automobile business in Birmingham.

### INDIANA

Evansville—The Lamaco Products Company, incorporated to manufacture candy. Capital, \$25,000; incorporators, F. W. Stocker, G. W. Jones and H. S. Andreas.

### IOWA

Clarinda—John Koutsandrea has sold his candy business to A. T. Clark & Son.

Clinton—C. H. Ohann will soon open a candy business.

Decorah—K. A. Vick has sold his confectionery business to Nels Qualey.

Forest City—Macomber & Green will open a soft drink business.

Pella—Mike Demos has disposed of his candy and ice cream store to Peter Constantine.

Perry—Lemone Caldwell will open a confectionery store.

Red Oak—Tom and Joe Jols have started a confectionery business.

Reinbeck—Thomas Mankos has opened a candy business.

Wapello—F. S. Ryner is planning to open a bakery and confectionery business.

### IDARO

Grangeville—T. S. Jackson has sold his confectionery soft drink and retail ice cream business to Oliver McConnell, but will continue in the wholesale ice cream business.

### MAINE

Biddeford—The Coon Ice Cream Company of Burlington, Vt., is opening a branch factory. Ward W. Whyte will be the resident manager.

### MASSACHUSETTS

Boston—The Haymarket Extract Company, formed with capital of \$20,000 to sell extracts and bottlers' supplies. Incorporators are J. J. Cunningham, William J. Franey and Edward Berkman.

The F. H. Roberts Apollo Chocolate Company has elected R. A. Brush vice-president and general manager. Mr. Brush was formerly owner of the E. H. Royce stationery store at St. Albans, Vt.

The new Schraft building on Washington street has been completed. The two lower floors will be used for the sale of lunch, soda and candy, the third will be occupied by a large lunch room, while the top two floors will contain the bakeries and executive offices.  
 The Shawmut Confectionery Company is the subject of an involuntary petition in bankruptcy filed by three creditors. The aggregate claims are \$664.88.  
 The Zest Chocolate Company building has been damaged by fire to the extent of \$18,000.  
 Brockton—The Liberty Ice Cream Company's proprietor, John Barton, has bought the Brockton and Burnham block, and will enlarge his wholesale business, installing new machinery where necessary.  
 North Adams—The Trabulski Company has been incorporated to deal in sugar and confectionery. The capital is announced as \$30,000. The incorporators are M. D. Trabulski, S. L. Morin and J. B. Nichols.  
 Ware—E. L. Gravel, soda bottler, has bought and taken over the Commercial Hotel property, paying about \$7,000. He will use the hotel as headquarters and will enlarge his business.  
 Worcester—The General Trading Company has installed machinery worth \$50,000 in its ice cream plant. The capacity has been increased to 3,000 gallons daily.

## MINNESOTA

Elk River—Lyde D. Iliff has sold his confectionery business to Mae Hamlett.  
 Fairmont—The Wexwerth candy store has been sold to Montgomery & Klein.  
 Fergus Falls—P. J. Skaar has sold his candy store to Julius Morstad.  
 Minneapolis—The Pendergast Candy Company, incorporated for \$50,000; R. T. Pendergast, president.  
 Montevideo—Fred Borene has bought a candy store.  
 Preston—George E. Moore has disposed of his candy business to C. C. Andahl.  
 S. E. Herman will open a candy business.  
 Roseau—Workman Spint plans to open a confectionery store.  
 St. Paul—The Lily Confectionery Company has opened a store.  
 Springfield—Jay Peterab has opened a candy and ice cream business.  
 Stillwater—N. A. Starkel has sold his confectionery business to William Fisher and Theodore Trahms.  
 Wabasha—Theodore Gross has bought the confectionery store in the Merchant's Hotel.

## MONTANA

Lewistown—The Leiter family has sold the Arco Confectionery Store to John and Frank Zapone.  
 Savage—Jerome McDevaris has sold his candy and soft drink establishment to Le Grand Eglise.

## NEBRASKA

Belden—W. C. Montgomery, confectioner, has sold his business to William Ricks.  
 Newman (Grove)—Maynard Olson has disposed of his candy business to Gus Broberg.

## NEW HAMPSHIRE

Dover—The Sugar Bowl, soda and confectionery store belonging to Dennis & Vassil, has been sold to Charles Sherwood of Amherst, Mass.

## NEW JERSEY

Paterson—The Ernst Confectionery Company, incorporated for \$100,000 by Victor S. Ernst, Bora C. Ernst and Olive M. McCoy.

## NEW YORK

Brooklyn—Leaf Brothers Candy Manufacturing Company, incorporated for \$30,000; incorporators, N. and S. Leaf, and S. Tobias.  
 The Trio Candy Company is incorporated for \$20,000. Incorporators are P. Heller, M. Katz and S. Levine.  
 Buffalo—The Grape-Ola plant was bought recently at a referee's sale by Henry Card, the former owner. The price paid was \$54,000. Mr. Card was forced into the hands of the receiver last year, but plans to reopen soon to make grape products.  
 The Merckens Chocolate Company has been incorporated with a capital of \$50,000. T. and W. and A. Merckens are the incorporators.  
 The Wheat Ice Cream Company has increased its capital from \$75,000 to \$1,500,000.  
 Elmira—The Hyeis Ice Cream Company has been incorporated with a capital of \$60,000. The incorporators are J. H. and C. S. Shoemaker and N. T. Keeton.  
 Geneva—The Sherwood & Durand Company has opened a new soda, grill and candy shop, and has installed a new Vitreous Fountain.  
 Gloversville—Landers & Bruckmyer, a new firm of wholesale ice cream manufacturers, has opened for business. Mr. Bruckmyer was employed for 10 years by the Jersey Ice Cream Company of Schenectady.  
 Keeseville—The Tetterton Mineral Spring Company has been incorporated for \$50,000 to manufacture syrups and beverages.  
 New York City—The Bond & Bond Company has been organized with a capital of \$60,000. The incorporators are S. Rivchinn, H. Buchner and J. Weissman.  
 The Eastern Soda Bottling Company has reduced its capital from \$20,000 to \$10,000.  
 The Ice Cream Manufacturers' Supply Association, incorporated and capitalized for \$25,000, M. Schiff, F. Stielman and S. Akelmaier, are incorporators.  
 Interstate Grape Shippers, incorporated for \$20,000. Incorporators are A. J. Staifant, A. Rossi, D. Carato.  
 The Jonas Confectionery Company, incorporated for \$10,000; the Jonas Confectionery Company, incorporated for \$10,000; the Jonas Confectionery Company, incorporated for \$10,000.  
 Loft, Inc., stockholders, at their annual meeting, reelected the entire board of directors.  
 Marel & Feidman Corporation, formed to make Ice Cream Capital, \$25,000; incorporators, M. Dworetzky, G. and J. Marel.  
 The Perfection Fruit Products Company, incorporated for \$25,000 by I. G. Curran, L. R. Grooms and R. Threlia.

The Rogers Milk Products Company, incorporated for \$100,000. Incorporators are C. Rogers, F. C. Jerome and O. P. Bartlett.

The S. T. and J. Confectionery Company, incorporated for \$10,000 by A. L. Dingle, and M. Horowitz.  
 The 3-Star Fountains, Inc., has had a petition in bankruptcy filed in its name by a number of creditors. Liabilities are said to be \$2,500 and assets about \$1,000.  
 The Union Confectionery Company has increased its capital from \$2,500 to \$25,000.  
 The United Fountain Company, soda fountains, incorporated for \$5,000. H. N. Levine, N. and A. Zigman, incorporators.  
 The Weeks Hand Corporation, dealers in confectioners' supplies, is the subject of a petition in bankruptcy filed by the American Banking Corporation, Henry J. Peabody and Company and Duane Trading Company. Liabilities are set at \$30,000 and assets at \$3,500.  
 Ogdensburg—The Northern Ice Cream Company, recently combined out of the Ogdensburg, Gouverneur and Norwood companies, will discontinue the Norwood plant and open a new factory in Ogdensburg.  
 Patchogue—Louis F. Smith has bought out his father's interest in their ice cream factory and plans enlargement and improvements.  
 Scotia—The Gage Ice Cream Company has changed its name to Colonial Ice Cream Company.

## NORTH CAROLINA

Winston-Salem—The Carolina Creamery Company has spent \$50,000 on the plant of the Forsyth Dairy Company and has begun the manufacture of ice cream at the rate of 1,600 gallons daily.

## NORTH DAKOTA

La Moure—O. F. and C. F. Brandes have sold their candy store to Nicholas Rolfe.  
 Richardson—Nick Kies's confectionery store has been destroyed by fire.

## OHIO

Cincinnati—The Model Ice Cream Company has been incorporated with a capital of \$10,000. The incorporators are J. H. Gorman, J. P. D. Russell, R. P. McClain, R. B. Johnson and F. C. Jamison.

## OREGON

Portland—Blumauer & Hoch, importers and jobbers in soft beverages and fountain supplies and the Celro-Kola Company, soft drink and tonic manufacturers, have moved to larger quarters.

## PENNSYLVANIA

Cresson—The Cresson Candy Company has had plans prepared for a building to cost \$10,000.  
 Florida—The Nissly Swiss Chocolate Company's new plant has just been completed. The firm is capitalized at \$400,000 with E. I. Nissly as president.  
 Franklin—The Rose Ice Cream Company announces a yearly earning of over \$100,000. Its capital stock, a policy of expansion will be continued. The following were chosen officers: T. M. Rose, Donald Glenn and F. R. Riddle.  
 Hazleton—The Palmer Brewing Company has begun the manufacture of syrups for use at soda fountains. The plant was one of the largest breweries in the district.  
 Mahanoy City—Joseph A. Larkin, bottler and ice cream manufacturer, is having an annex built, which will enable him to devote all of the present structure to the making of ice cream.  
 Pittsburgh—The Pennsylvania Candy Manufacturing Company recently suffered \$100,000 damage by fire.  
 C. A. Stevens Company, fruit flavors, incorporated in Delaware for \$50,000. Incorporators are Pierre Debecker, Arthur C. Valbrecht and Hugh P. McGowan.  
 Scranton—M. J. Wrabel, wholesale confectioner, is adding a retail department which will be the distributing agency for Greenfield's Delatour Chocolate.  
 Spring Valley—The Crystal Rock Water Company has engineers at work on plans for the installation of additional machinery.  
 Waynesboro—The Waynesboro Ice Company has started excavation for a new building to be used as an ice cream factory and sales room.

## RHODE ISLAND

Olneyville—Ralph Kasarian's fruit and candy store has been badly damaged by fire. The property is owned by Patrick Duffy.  
 Providence—Stathis G. Bonatos, a candy manufacturer, has been adjudged a bankrupt. He has given his liabilities as \$4,115 and his assets as \$1,000.

## SOUTH DAKOTA

Alester—L. S. Miller will open a confectionery business.  
 Milbank—George Tessin, confectioner, has sold his establishment to A. G. Schmidt.  
 Rapid City—William Thomas has opened a candy business.

## TENNESSEE

Memphis—The Lilly-Purity and Memphis Ice Cream Companies have consolidated with a capital of \$150,000 and will operate under the new name of Lilly Ice Cream Company. H. G. Duntliff will be president; J. B. Stuart and O. W. Black vice presidents; J. W. Surles, secretary, and H. J. Schaefer, treasurer.

## TEXAS

Bonham—The Bonham Candy Company has been incorporated with a capital of \$10,000. J. C. Rogers, R. T. Ripps and R. S. Rogers are the incorporators.  
 Corpus Christi—H. A. Brunson and J. E. Wayne have leased a site upon which they will build a modern ice cream factory, which later will be expanded to include a creamery as well.  
 El Paso—The Buff Candy Company has been organized with a capital of \$25,000. C. M. Buffington, C. H. Eckford and C. R. Loomis are the incorporators.

Continued on Page 86, Column 2

## Patents and Trade Marks

### PATENTS

#### Granted March 1, 1921

- 1,369,772—Charles M. Becker and Herman Becker, Brooklyn, N. Y. Candy making machine.  
 1,370,027—Frank Locomotolo, Brooklyn, N. Y. Candy cutter.  
 1,370,092—Roy Berry, Olney, Ill. Soda fountain liquid dispensing apparatus.  
 1,370,137—Antonio Lopes, assignor to Antonio de Almeida Bello, Lisbon, Portugal, Nut-cracker.

#### Granted March 8, 1921

- 1,370,706—Stephen C. Price, assignor to Ronald L. Paterson, St. Louis, Mo. Dispensing device.  
 1,370,782—Benjamin H. Calkin, assignor to Frances L. Calkin, Detroit, Mich. Art of brewing coffee.

#### Granted March 15, 1921

- 1,371,450—William F. Speck, Chicago, Ill., assignor of one-half to Nelson L. Towle, Evanston, Ill. Candy and other food products and the process for making the same.

#### Granted March 22, 1921

- 1,372,224—Alfred K. George, assignor of one-half to Sidney V. Burrows, Dayton, Ohio. Grapefruit shield.  
 1,372,299—Johns Kutter, Nuremberg, Germany. Vegetable grater and slicer.  
 1,372,279—Lathrop Collins, Evanston, Ill. Motor driven utensil.  
 1,372,471—Frank O. Adams, assignor to Success Concrete Ice-Cooler Co., Spokane, Wash. Iceless food or like cooler.  
 1,372,527—John C. McLachlan, assignor to Standard Food Products Co., St. Paul, Minn. Process of producing powdered meat.  
 1,372,578—Erwin Weber, Milwaukee, Wis. Egg and cream beater.  
 1,372,614—Carleton Ellis, Montclair, N. J. Culinary product.  
 1,372,635—Carleton Ellis, Montclair, N. J. Edible oil material and process of producing same.  
 1,372,616—Carleton Ellis, Montclair, N. J. Esterified edible product.

#### Granted March 29, 1921

- 1,372,715—Bert F. Morledge, Columbus, Ind. Milk bottle stopper.  
 1,372,863—James R. Collins, Detroit, Mich. Ice cream measure.  
 1,372,891—Oscar Mengelberg, Berlin, Germany, assignor, by means assignments to the Chemical Foundation, Inc. Method for extracting juices from root fruits.  
 1,372,968—Ignatz Lowy, Chicago, Ill. Liquid carbonating apparatus.  
 1,373,085—Walter E. Turnstall, assignor of one half to Bernard C. Edwards, Gordonsville, Ky. Egg tester.  
 1,373,075—David Humphrey, Cleveland, Ohio. Carbonating and dispensing apparatus.  
 1,373,113—Walter W. Beardsley, Salem, Ore. Fruit dipping machine.  
 1,373,298—Ralph Buck, St. Paris, Ohio. Cherry seeder.

### TRADE-MARKS

#### Published March 10, 1921

- 130,002—Greig & Glover, Inc., Chicago, Ill. "Choc." Chocolate almond bars.  
 136,828—Anheuser-Busch, Inc., St. Louis, Mo. "A-B." and design. Malt syrup for food purposes.  
 136,834—Same as preceding.  
 139,907—Prudent Corporation, Detroit, Mich. "Toothix: Tooth Exercise Gum" and design. Chewing gum.  
 140,581—Anheuser-Busch, Inc., St. Louis, Mo. "A.B. Always Best." Design. Ice cream.  
 140,895—Klein Chocolate Co., Elizabethtown, Pa. Design. Chocolate.

#### Published March 18, 1921

- 138,055—Listered Gum Corp., New York, N. Y. "Lister's Spearmint." Chewing gum.  
 138,309—Veronica Medici Springs Water Co., Santa Barbara, Calif. "Veronica" and design. Mineral waters.  
 139,598—Harry G. Williams, Los Angeles, Calif. "Lady Grey" and design. Candies, chocolates, bonbons, and fudges.  
 141,158—Dilling & Co., Indianapolis, Ind. "Wiggle." Chocolate candy.  
 149,409—Abraham Chocolate Co., Wapakoneta, Ohio. "Cobby" and design. Candy covered with edible nuts.  
 141,408—Dilling & Co., Indianapolis, Ind. "Old Gray Bonnet." Candy—namely, chocolate bars.

#### Published March 24, 1921

- 136,297—H. P. Hood & Sons, Inc., Boston, Mass. "Hood's old fashioned ice cream" in design. Ice cream.  
 137,618—H. Kohntamm & Co., New York, N. Y. "New Atlas Stay Soft Paste Colors" in design. Paste colors for food and ingredients.  
 138,308—Syd S. Taylor, Brooklyn, N. Y. "Punch and Judy." Pulling candy.

#### Published March 29, 1921

- 133,958—Davidson Brothers Co., Des Moines, Iowa. "Cerec." Chocolate coated candies.

- 133,958—Davidson Brothers Co., Des Moines, Iowa. "Diamond D." Chocolate coated candies.  
 139,785—The Borden Co., New York, N. Y. "Laurel" in design. Confectionery—namely, chocolate coatings.

#### Published April 5, 1921

- 117,249—The Renner Co., Youngstown, Ohio. "Reno." Design. Non-alcoholic beverage made from hops, malt and cereal, sold as a soft drink.  
 127,409—The West End Brewing Co., Utica, N. Y. Design. Non-intoxicating cereal, malted beverages containing less than one-half per cent of alcohol, ginger ale, fruit beverages, etc.  
 130,680—Job R. Manly, East Liverpool, Ohio. "Durbur." Non-alcoholic drink made from herbs, roots, barks, fruits and pepsin.  
 130,908—Maurice Rothstein, assignor to Johnstown Bottling Co., Inc. Johnstown, Pa. "Skipper" in design. Ginger ale.  
 133,515—Walter Baker & Co., Ltd., Boston, Mass. "German's." Sweet chocolate.  
 140,251—Chippewa Springs Corp., Minneapolis, Minn. "Chippewa." Beverage prepared or compounded from natural spring water and cola.  
 141,485—Dilling & Co., Indianapolis, Ind. "BlueMon." Chocolate candy.

### (THE BUSINESS RECORD—continued)

Orange—The Milk Products Company's ice cream factory has been opened. The electrically driven apparatus has a capacity of 300 gallons per day.

#### WASHINGTON

Ellensburg—J. K. Poteas has opened a confectionery and soda shop.  
 Kelso—The Kelso Soda Works have been purchased by the Winthrop Pure Beverage Company, but will remain under the management of A. R. Reynolds and J. H. Muller.  
 Seattle—J. Dodgson Chocolates, Inc., has been acquired by A. E. Nugent.  
 Northwest Praline Company, Incorporated for \$2,500 by L. F. Blake, E. C. Nelson and J. H. Burns.  
 Tacoma—The Oriole Candy Company has changed its name to Brod & Hailey, and the capital stock has been increased to \$120,000.  
 The Victory Ice Cream Company has moved into a new and larger building.

#### WISCONSIN

Berlin—The Berlin Ice Cream and Dairy Company has been incorporated with a capital of \$50,000. Jesse Marvin, N. Muekerheid and Frank Feiner are the incorporators.  
 Cable—The Wallace Confectionery Store has opened for business. Elmer C. Waterman has disposed of his confectionery business to Charles Sterba.  
 Fond du Lac—Pacer Lepine moved his candy and ice cream business to Red Granite, Wis., on April 1.  
 Grantshurg—Nelson & Mackie, candy dealers, have sold their business to Carlson & Akerlund.  
 Hartford—Arthur Krabn will soon open a confectionery store.  
 Ladysmith—H. T. Blanchard is planning to open an ice cream and confectionery business.  
 Marshfield—Ben S. Grambsch, confectionery and cigars, has disposed of his business to W. R. McNecley and Raymond S. Byrne.  
 Milwaukee—The Rose Candy Company store has been destroyed by fire.  
 New Munster—Frank Schilz has completed his building and will open an ice cream and candy business.  
 Ripon—The Ripon Ice Cream & Beverage Company has been incorporated for \$50,000; incorporators, Karl A. and Fritz E. Mueller, Otto H. Krohn and George F. Bohrer.  
 Sharon—Dell Brothers, confectioners, have sold a one-third interest in their business to Alex Nielson.  
 Sherwood—The Kapfinger ice cream and confectionery business has been sold to Mrs. Sarah Klaser.  
 Waukesha—The Waukesha Ice Cream Company is rapidly bringing to completion its new plant, which will soon be formally opened for operation by the public.  
 Wittenberg—The Austin candy and ice cream business has been sold to Henry Gerondale.

### NEW RICHARDSON SLOGAN

"Drink an Orange" is the slogan which the Richardson Corporation is using in connection with its new drink, "Liberty Orange." In its advertising on this beverage, it explains the process by which orange flavors are made, and describes the difference between its Orange Rich and Liberty Orange, Orange Rich being a highly concentrated orange syrup for general fountain use, while Liberty Orange is a ready-to-use syrup especially prepared for orangeade, punches, etc. The new Liberty Orange is especially recommended by the company as a convenience and a time saver for the busy dispenser, as it is always ready for use at the fountain for sodas and other drinks and, with the addition of five times its bulk of ice water, makes an orangeade without fuss or bother.

THE CHEMICAL LIBRARY

# SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK

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Entered as second-class matter February 13, 1906, at the post office at New York, N. Y.

VOL. XX

NEW YORK, MAY 1921

NO. 5

Introducing  
The Season's  
Most Popular  
Dispenser

THE  
GOLDEN ORANGE  
BALL

For description of this unusual  
profit-maker see center pages.



**J. Hungerford Smith Co.**  
ROCHESTER NEW YORK

# "POLAR"



*Crystal Palace Confectionery, Wilkes-Barre, Pa.*

Measured by quality, constructive excellence and durability, GREEN soda fountains give more honest value than any others in the World.

Hidden away in the heart of every GREEN soda fountain is the battery of "Cyclone" coolers—exclusively GREEN. Each cylinder equipped with automatic recarbonating device—the most capable cold soda producer ever invented. Catalog free to Prospective Buyers.

Eight Cylinder  
"Cyclone" Soda  
Cooler.



## ROBT. M. GREEN & SONS

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# THE SODA FOUNTAIN

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VOL. XX

NEW YORK, MAY, 1921

No. 5

## WHAT IS NORMAL BUSINESS?

For the past year or so everyone has been talking about getting back to "normalcy." Most people are not quite so joyful about the prospect as they were six months ago. Six months ago, and more especially a year ago, getting back to "normalcy" seemed to mean getting into a state of affairs where everything which you bought was down to pre-war prices and everything which you sold remained at 1919 and 1920 prices. We are beginning to realize now that that variety of "normalcy" was an impossibility.

Normal business does not mean 1919 business or even 1916 business. It means getting back to somewhere near a pre-war basis as regards wages and prices. It means carrying on business on much lower costs and perhaps doing a lesser volume of business, stated in dollars than was done in 1919 and 1920. Profits too are in most businesses apt to be less in dollars than during the peak period. This does not mean that profits must be less than in the past two years, for, owing to the general deflation, a profit only 60 per cent of that earned at the peak, is just as good in actual value and purchasing power of the money now as was the high profit at the time it was earned.

There is too much tendency just at present to compare present business with 1919 business and declare that the present business is bad. Measured by any such standard, present business undoubtedly is poor, but that is not a fair comparison. Look on the volume of business in goods and not in dollars, and when you figure the profits consider the increased purchasing power of your dollars and see if things do not look a little brighter.

What we need to do at the present time is to adjust ourselves as rapidly as possible to the changed conditions and do the best business we can under these conditions. We shall all like normalcy better after we get more used to it.

## SODA FOUNTAIN TAXES TO GO

Forecasting the action taken by Congress on taxation measures is usually unprofitable, but Secretary Mellon's recent letter to Chairman Fordney of the House Ways and Means Committee outlines clearly the present financial position of the government and states the views of the Treasury Department on raising the required funds. There are many important recommendations contained in the letter but the one which, to the soda fountain trade, stands out from all the rest reads as follows: "Retain the miscellaneous specific sales taxes, and excise taxes, including the transportation tax, tobacco taxes, the tax on admissions, and the capital stock tax, but repeal the minor 'nuisance' taxes, such as taxes on fountain drinks, and the miscellaneous taxes levied under section 904 of the Revenue Act, which are difficult to enforce, relatively unproductive and unnecessarily vexatious."

Secretary Mellon plainly shows that there can be little if any reduction in the amount of money to be raised by taxation in the next two years. The estimated tax yield of about \$4,000,000,000 is balanced by current expenditures, leaving no surplus for the retirement of the floating loan and the Victory Notes, aggregating over \$7,000,000,000. These obligations must accordingly be refunded and the Secretary of the Treasury recommends the accomplishment of this by the issuance of new three and five year notes at frequent intervals the date of issue depending on money-market conditions.

The principal changes in taxation recommended aside from the repeal of fountain taxes are the abolition of the excess profits tax and the reduction of the surtaxes on incomes in the higher brackets from a maximum of 73 per cent to a maximum of 40 per cent. Loss of revenue from these two sources may be made up by a flat-rate tax on corporate incomes and additional internal revenue taxes of the nature of stamp taxes.

The disappointing feature of the report is the unqualified rejection of the sales tax idea. "The Treasury is not prepared to recommend any general sales tax, particularly if a general sales tax were to supersede the highly productive special sales taxes now in effect on many relatively non-essential articles." A general sales tax would enable Congress to abolish these special taxes and would also obviate the necessity for the new internal revenue taxes which the Secretary mentions and which will be an unmitigated nuisance, aside from the money involved.

It is to be noted that no provision is made in the estimates for a soldiers' bonus of any sort. If Congress enacts such legislation additional sources of revenue must be found to meet the expense. We may as well realize that any hope of lower taxation is thoroughly illusory but let us give thanks that there is reasonable ground for hope that the fountain taxes will pass into the limbo of forgotten things.

## PRICE WARS SHOULD BE STOPPED

Two ice cream dealers in Waterbury, Conn., and likewise two important manufacturers of the product in Oakland, Cal., are reported as being merrily engaged in price wars. In the eastern battle, the gladiators have run the price per quart from 65 to 40 cents, while on the Pacific Coast the cutting has resulted in the wholesale price dropping to 90 cents a gallon. In both areas of bombardment further reductions are expected if the combatants can stand the strain.

In each case those involved in hostilities should be taken out to the wood-shed and spanked, for it is not possible at this late date in the commercial history of the world that these dealers have not yet discovered that price wars are no longer in fashion, having been years

ago proved costly to those engaged in the pastime and detrimental to the industry as a whole. In particular is the offense of the manufacturers inexcusable in the light of the fact that the local ice cream associations have protested vigorously and that the federal trade commission is threatening to investigate.

In wars of this kind the only one who benefits is the public, which temporarily gets something for nothing, but even this benefit is but a "paper profit," because of the well-known but evidently unheeded law of economics to the effect that no business can continue to exist when it is losing money. Moreover the public is apt to get an attack of mental indigestion when, the price war over and the participants thoroughly exhausted as to finances, the cost of the product goes back to normal again.

If any particular individual or company wishes to bankrupt himself or itself, it is nobody's business so long as others are not affected, but in the case of a price war the whole industry unfortunately must suffer.

Not only is immediate trade drawn away from dealers in the same locality by the price-cutting warriors, but what is more important still, "good will" is threatened by a public which, not at all or only half acquainted with the facts of the situation, jumps to the conclusion that the lower prices are the fair ones and that, conversely, the dealers who keep their prices at the actual normal level are profiteers.

Nor can the public be altogether blamed for arriving at this natural conclusion, for to the ordinary citizen it must seem the height of folly for two or more concerns deliberately to sell merchandise at a loss and to the detriment of their business simply because of spite.

### TOO SWEEPING A STATEMENT

A judge, in Akron, Ohio, recently passed favorably upon the validity of an ordinance to license soft drink and ice cream establishments, with strict supervision, in his decision remarking that "it is a matter of common notoriety that in many instances they (meaning the soft drink places) are largely places where illegal traffic in intoxicating liquor is carried on." It cannot now be learned just what investigations into conditions had been made by the judge who in so sweeping a manner condemns the soft drink establishments of the city, but it certainly is doubtful whether the situation can be as bad as the decision of the court would lead the public to believe.

The sale of ice cream, candy and sodas is a legitimate and prosperous business and it is inconceivable that proprietors in any large number in any city are jeopardizing their future by recourse to "bootlegging." Of course, in any business a few short-sighted individuals will go after the larger but more precarious profits, and other individuals who never before have even entertained a notion of entering this industry have seen fit to mask themselves as proprietors of soda or soft drink establishments in order to be safe to carry on their unlawful traffic in liquor, but on the whole it can be said with certainty that the soft drink industry is not being transformed into a contraband booze outfit in any such degree as the statement of the Akron judge would imply.

A great deal of harm can be done to an industry in any locality by sweeping assertions such as this. Proprietors of soft drink and ice cream establishments

should object emphatically to this sort of thing and at the same time see to it that the industry in their neighborhood is kept free of all persons who might be the cause of any suspicion of underhand dealings.

### THE ATLANTIC CITY EXPOSITION

During the week beginning May 23rd, the National Confectionery, Soda Fountain and Accessories Exposition Company will hold its first annual meeting and exhibit in the Million Dollar Pier at Atlantic City.

May is one of the most attractive months at this popular resort, there will be a great many interesting exhibits by manufacturers, and every soda fountain owner or dispenser who can possibly spare the time will be well repaid if he attends this exposition.

THE SODA FOUNTAIN will have a booth and our friends are cordially invited to make this their headquarters and to call upon our representatives freely for any assistance they may desire. Why not take your wife and run down to Atlantic City for a few days? It will do you good to get away from the grind of your regular work, you are sure to enjoy the sights and you cannot fail to profit from a careful study of the many new things you will find among the exhibits.

### THE QUESTION OF PERSONAL HYGIENE

The feeling on the part of the public that its health should be safeguarded by medical supervision over food and drink handlers should meet with a ready response from luncheonette and soda fountain proprietors. Municipal or state legislation will eventually take the matter entirely out of the hands of the individual proprietors, but until that time/comes each one should make it a personal duty, insofar as his power lies, to see that his employees conform both to the letter and spirit of the highest code of personal hygiene.

Fine equipment is a business bringer, but with it you must give "value received" in the way of quality goods, and prompt service.

The fountain which permits tips or even occasional tipping is undermining its own prosperity. Customers look upon this as graft.

Slovenly service indicates slovenly habits of mind. The careful, interested, and intelligent dispenser is the one who will get ahead in the world.

Aim to feature some of the unusual drinks which are popular in other parts of the country. It is easy to establish a reputation through people who have traveled.

It is much better to sell out-of-date or unsatisfactory soda fountain apparatus for what you can get and to put in new, than to permit your equipment to get thoroughly behind the times.

Those who are keeping a finger on the pulse of affairs claim to be hopeful as to the outlook for milk, cream, and ice cream materials. In consequence, it would seem wise to push these supplies, and to increase their sale. This will help solve the problem of labor shortage, particularly if the ice cream is purchased ready made from a reliable company. Milk drinks require little work in the making.



# The Latest Thing in Tea Rooms

## Marshall Drug Company of Cleveland Opens Establishment Featuring Superior Service at Low Prices

By HENRY F. ALBRIGHT

OW do you do it?"

This was the question uppermost in my mind after inspecting the new tea room of the Marshall Company, just opened in the Ohio-State building in Play House Square, Cleveland, Ohio. I was walking about with C. L. Taylor, general manager of the soda fountain department of this company.

The question was inspired by the fact that although this establishment is exclusive in atmosphere and environment, the quality of delicacies served of the highest, and the service as perfect as the most expensive establishments either in this city or elsewhere, the prices are approximately 50 per cent of those charged in other tea rooms.

Mr. Taylor merely smiled.

But I learned later that the Marshall Drug Company has the distinction of being one of the first retail establishments of any kind in Cleveland to read the handwriting on the wall.

In a word, this firm saw months ago that war time prices and after-the-war prices must be a thing of the past sooner or later, and simply made it sooner. Hence, today it has the distinction also of being the only soda fountain operator in the country, according to Mr. Taylor, to charge 10 cents for the regulation ice cream soda, where others still are charging more.

"This must mean a reduction in income and business," I ventured.

"That is where you are entirely mistaken," asserted Mr. Taylor. "Not only have we failed to lose money by this change back to normal, but we are actually experiencing an increase in business, both in volume and dollars and cents. The people are coming to our stores in great numbers, and it is up to us to take care of them."

### Stores Doubled In Four Years

Best proof of this need is the fact that four years ago this firm operated fifteen stores in the downtown, East End and West Side sections. Before the end of this year it will have increased its operations to 30 stores, and most of these additional fifteen establishments will have been added in the last year.

But of the tea room, not only a novelty for Cleveland, but an entirely new venture for the drug store business: it is located on a balcony in the new Play House Square establishment, a quiet place, with shaded lights, embracing a color scheme in pale grays and greens, and yellow lamp shades, the whole representative of Japan. More than 100 persons can be accommodated, and during the luncheon hour and after the theatre in the evening it is crowded. Prices, quality and atmosphere are the drawing factors, according to Mr. Taylor.

All this was anticipated when this store was planned. Located between the State and the Ohio Theatres, it has patronage to draw from in the thousands of persons who patronize these theatres during the day, the large number being due to frequent shows put on in the auditoriums. Moreover, there is the Allen, a newer motion picture house to the west, and the new Hippodrome Theatre, which will open in the near future to the East, promising additional customers for the tea room.

So far this patronage has been voluntary, but the Marshall firm proposes to go after it in motion picture advertising, which will be flashed upon the screens, this to be started some weeks hence.

Of course patrons of such an establishment must have an attraction to make them repeat customers, and herein lies the success of the menus, three of them, each with a set series of attractions, but with provision for daily changes as well. The luncheon menu is served from 11 to 3; the afternoon tea menu from 3 to 5, and the theatre service runs from that time until 12 at night.

The following tea menu is the standard one, daily extras and novelties being added:

### AFTERNOON TEA SPECIALS

Lemon Ice With Lady Fingers 30c

Whipped Cream Surprise With Macaroons 40c

Matinee Special Sundae With Cake 45c

#### Forty Cents

Buttered Toast With Marmalade  
Tea Coffee Chocolate

#### Sixty Cents

Nut and Meat Sandwiches  
Fruit Cocktail  
Tea Coffee Chocolate

#### Sixty-Five Cents

Assorted Sandwiches French Ice Cream  
Tea Coffee Chocolate

Coffee Per Pot 15c Special Hot Chocolate  
Service For Two 25c Per Pot 15c  
Service For Two 25c

#### Teas

Orange Peko English Breakfast  
Oolong Mixed  
Per Pot 15c Service For Two 25c

### Attention to Clubs and Parties

Small clubs, business parties and similar groups have not been overlooked. Reservations are made, and tables and chairs grouped for this purpose on as short as one hour's notice.

The tea room service is linked up with four divisions—the tea room proper, the fountain proper, the main kitchen, in the basement, and the kitchenette, off the tea room, where final touches to service are made. To facilitate the service a separate telephone system, connecting all these departments, has been installed. An additional feature, and one of importance, is an air cooling system, to provide ventilation for the balcony level.

The main fountain in this establishment is in keeping with the appointments of the tea room. The service

fountain is composed of Carrara marble, with a black counter, this being made extra wide, so that patrons sitting up to it find comfort in leaning against the outer edge. This projection also eliminates the possibility of patrons knocking their knees against the wall of the fountain, observes Mr. Taylor. Incidentally the same principle will be followed out in equipping all future stores of the company.

#### Paper Cups at Fountain

The back bar of this fountain is equipped with dust proof cabinets, in which the French bevelled glasses, used exclusively in the tea room, are kept when not in use. For service at the fountain paper cups are used, as is the case with all Marshall establishments. Connecting with the main fountain is an auxiliary fountain on the balcony floor, where sodas arriving by way of the double electric elevator from below, are re-charged, when necessary. In addition to the regular fountain menu, sandwiches and coffee are served through the day.

This is the first of numerous stores planned by the Marshall Company, all of which will be operated along similar, though not so elaborate lines. The second to open, more recently, is that in the new Gordon Square Market House building, where a fountain similar to that in the Play House Square building supplies the table service on the same floor. Two more such places will be in operation before June 1, and within the next thirty days three more in different parts of the city.

Following is the luncheon menu served in the Marshall Tea Room to lunching parties:

#### LUNCHEON

From 11 A. M. 'till 3:30 P. M.

##### Relishes

Sweet Pickles .....	10	Mixed Olives .....	10
Fruit Cocktail .....	20		
Grape Cocktail .....	20		

##### Soups

Cream of Chicken..	15	Vegetable .....	15
Tomato .....	15		
Soup with French Roll and Butter ..	25		

##### Sandwiches

Sliced Tongue ....	30	Chicken Salad ....	55
Sliced Ham .....	30	Peanut Butter ....	20
Minced Ham .....	30	Pimento Cheese ..	20
Full Cream Cheese	20	Swiss Cheese .....	20
Open Chicken and Tomato ..	45		

##### Salads

Chicken Salad ....	45	Fruit Salad .....	35
Shrimp Salad .....	35	Waldorf Salad .....	40
Salmon Salad ....	35	Potato Salad .....	35

##### Breads

Bread and Butter..	10	Coffee Cake .....	15
French Rolls with Butter ..	10		

##### Desserts

Danish Pastry ....	20	French Pastry ....	20
Charlotte Russe ..	20	Fruit Tarts .....	20
Macaroons .....	10	Layer Cake .....	20
Home Made Pie .....	20		

The popularity of the tea room, it should be stated, has been accomplished almost entirely without advertising with the exception of a page in daily newspapers at the time of the opening, at which incense burners and tea were the gifts of the firm to the initial callers. The tea room was filled to capacity for this event. The

opening was simultaneous with that of the State and Ohio Theatres.

The staff in charge of the tea room, and the soda fountain which serves the tea room, has been recruited by Mr. Taylor from the Marshall establishments, after careful selection. The men at the fountain, the girls in the tea room, and the cooks in the kitchen all are persons of long experience with the Marshall organization and have back of them years of experience with the highest class catering establishments of the country.

The fountain staff is under the supervision of Clyde Werst. In the tea room are two divisions, one for the day and one for night time, the former superintended by Miss E. H. Folsom, and the latter by Miss Maie Garrison.

#### TO CONTINUE MANUFACTURING GROUP

**Pure Food Allied Industries of California, Formed to Combat Adverse Legislation, Will Maintain Permanent Organization**

The Pure Food Allied Industries of California, organized at San Francisco early in the year, following the introduction of the three measures into the State Legislature which threatened to revolutionize the syrup, extract and beverage business, is to be maintained as a permanent organization. This was decided upon at a recent meeting at which it was announced that all three bills had been defeated.

The three measures which brought about the formation of the organization had the support of officials of the Pure Food and Drug Laboratory and had they been passed would have prohibited the sale of any food product bearing the name of any fruit, or any label representing any fruit, if the food were artificially colored; would have prohibited the manufacture of beverages consisting in whole or in part of synthetic mixtures, and would have given the Director of the Pure Food and Drug Laboratory much additional power. Delegations of bottlers and manufacturers of extracts and flavorings attended two important public hearings on these bills at Sacramento and made such an impressive showing that the measures were killed in committee.

At a recent meeting held at San Francisco, Leon M. Voorsanger, of the Magnus Fruit Products Company, offered the suggestion that the organization be made a permanent one. He declared that while the initial purpose of the organization had been accomplished there was much work that could be done along pure food lines and that if it disbanded it meant that another one would have to be formed when the Legislature met again.

Mr. Voorsanger came to the meeting with a plan outlined for the perpetuation of the Pure Food Allied Industries of California and his ideas were indorsed in full before the session came to an end. He suggested the services of a paid secretary and the publication of a monthly bulletin to keep members in close touch with the latest State and Federal pure food decisions, to advise them in regard to proper labeling and to answer questions along technical lines. A. C. Boldemann, of the Boldemann Chocolate Company, spoke in favor of continuing the organization.

A drive for membership has been launched and special efforts will be made to secure the co-operation of soda fountain owners, bottlers of carbonated beverages and manufacturers and distributors of extracts and flavors, who are most in need of such an organization as this. This organization will devote its attention strictly to pure food matters, leaving other trade questions to such bodies as the Confectioners' Association, the Ice Cream Manufacturers' Association and the Soda Water Manufacturers' Association.

# Examination for Food Handlers

## Health Inspection for Luncheonette and Fountain Workers Gaining Advocates in West—How the Law Works in California

By T. A. CHURCH

THE average restaurant, soft drink and candy store proprietor looks with disfavor and suspicion on most plans of municipal and State regulation affecting working conditions in his line of business, particularly those which call for police supervision. In California, and later in many other States, widespread opposition was expressed to an eight-hour law for women, to a minimum wage scale and to rules affecting sanitary equipment for workers. Laws along these lines have been passed, are effective and there are but few in the business who would care to go back to old-time conditions.

Regulations providing for the physical examination of all food handlers have been passed in several communities in the Far West and measures looking to this end are being considered by the California Legislature. Manufacturers and store owners in many instances are protesting against the passage of such measures, setting forth that such examinations will result in undue publicity and that their business may suffer as a result.

Articles along this line may not make savory reading but the food trade, in which confectioners and soda fountain owners fill a conspicuous niche, may as well realize that the time has come when physical examination laws are being widely considered and will be placed in operation in many communities.

On March 31, 1920, the city commissioners of Pasadena, Cal., passed the first municipal ordinance of the kind in California, requiring all persons handling food stuffs to submit to a physical examination, and requiring all persons operating establishments where food stuffs are served to secure a permit therefor. This measure became effective on July 1, of that year.

This measure, in brief, provides that all handlers of food stuffs must file an application with the city health officer for a certificate of health and must be examined by a California physician or by the health officer. In the latter instance no charge is made. The certificates are good for one year, all expiring on June 30. Employers must file with the health officer the names of all persons interested in the establishment, together with a request for a permit. If the premises are found to be suitable for the class of business specified, and in a sanitary condition, the permit is granted.

In a preliminary report on the working of the ordinance, City Health Officer J. S. Hibben stated that out of the first thousand food handlers examined but two registered any serious protest and these were placated when a full explanation of the purpose of the examination was made. He is so well pleased with the results that he favors the passage of a State law along this line. California is in special need of such legislation, he said, for the following reasons:

First—Because of the migratory tuberculous patient who arrives from the East expecting to live on sunshine and oranges, but who later finds he must seek light employment. Restaurants and confectionery parlors offer such work.

Second—We depend for our green vegetables upon the Orientals. They are often a source of danger as they are known to be carriers of various diseases.

Third—Typhoid fever is a serious problem in California and may at any time become more so by the con-

valescent migratory food handler from other States, who is a carrier.

Fourth—Food handlers are as liable as any other class of worker to venereal affections. These routine examinations would bring to light many cases to be cared for in our venereal clinics.

The method of operation under the Pasadena ordinance is as follows: The sanitary inspector visits an establishment where food stuffs are served, or handled, obtains from the employer a list of the employees and leaves the necessary appointment cards. These cards instruct the employee to appear for examination at a certain date. When he comes in for examination a history card is made out, giving name, age, date, place of employment, marital state and occupation.

He is asked if he has had pleurisy, pneumonia, bronchitis, abscess, ulcer, typhoid, tuberculosis, or other affection. He is asked if there are any contagious diseases in his home, anyone with tuberculosis, if he has recently been successfully vaccinated and the general condition of his health.

Out of 1,041 examined, 104 gave history of having had typhoid, 5 gave history of having had tuberculosis, while nineteen gave history of having had venereal diseases. The answers on the history cards were not always reliable, however, as was shown when physical examinations were made, a number of cases of tuberculosis having been uncovered.

A routine Wasserman test was made of every food handler in Pasadena and out of 1,041 examined, 62 were positive. Of these 17 were treated at the city clinic, 30 by private physicians, 13 never reported again and 2 refused treatment.

After an applicant has passed the examination he is given a food handler's certificate, issued for a year. Nothing is said on the card about it being a health certificate, it having been found that waitresses in some instances used a health certificate for the purpose of soliciting. The new cards are issued as permits.

City Health Officer Hibben reported that he found two applicants with secondary skin lesions of syphilis and mucus patches on the mouth. These men were soda dispensers.

Again it might be remarked that this is not exactly pleasant reading, but certainly no one wishes to have diseased men at their soda fountain. What Pasadena has done other cities will do and it is the opinion in the food trade that it will not be long before a compulsory physical examination law will be placed into effect in California.

### MUST LEAVE GUM OUTSIDE

A recent announcement of the Department of Health of Pennsylvania reads as follows:

"An order will be issued by local health authorities asking proprietors of ice cream parlors and restaurants to inform their patrons that chewing gum must be parked outside." Wads on the under side of chairs and tables, the notice declares, may contain "possible diphtheria, scarlet fever, typhoid or tuberculosis germs."

## READY FOR THE EXPOSITION

### Confectionery, Soda Fountain and Accessories Show Will Open Monday, May 23—Confectioners' Association to Hold Annual Convention

The first National Confectionery, Soda Fountain and Accessories Exposition, will open its doors on Monday, May 23 and run through to Saturday, May 28, at Young's Million Dollar Pier in Atlantic City. Space has been taken by the manufacturers who serve these closely allied industries and all the signs point to an instructive and in every way profitable show. Everything is in readiness for the placing of the exhibits.

At this exposition, business men who would succeed will have an opportunity to acquaint themselves with all the advances made in these industries throughout the country, while the manufacturers who supply these industries will have the opportunity of meeting people who are all possible customers.

At the show there will be exhibits of everything that enters into the production and distribution of all kinds of confectionery, including all machinery employed in the manufacture of candy, chocolate, gelatin, flavors, extracts, nuts, fruits and colors. In the list of accessories will be such important items as containers, jars, cans, boxes, display and advertising devices, soda fountains, ice cream freezers and auxiliary implements. According to the managers of the exposition, diversity will be the chief characteristic of this display. The entire candy and soda fountain industry, combined for the first time, will be spread out for the inspection of the visiting manufacturers and dealers.

The exposition is taking place in a city which is recognized as one of the greatest playgrounds in the country, where pleasure can be combined with business. The Million Dollar Pier is a place of entertainment in itself, containing a hippodrome and a ball room.

During the exposition the National Confectioners' Association will hold its annual convention at the Hotel Traymore. An interest program has been prepared for this gathering.

## AKRON "SOFT DRINK" LAW VALID

### Decision Handed Down In Ohio Test Case To Determine Constitutionality of Ordinance Providing For Licenses and Strict Supervision

The Akron, "soft drink" ordinance, which has been widely copied by cities in Ohio, New York, Michigan and Indiana, was declared valid in a written decision handed down by Judge W. A. Jones. A test case was brought by an Akron soft drink cafe proprietor on behalf of a number of persons in the city in an attempt to prove the ordinance invalid.

The ordinance provides that all persons selling soft drinks must obtain a \$1 a year license from the Safety Director; that a license may be refused any person of bad moral character or who has been convicted of an offense under city or State laws and that soft drink licenses may be revoked by the Safety Director when the licensee violates any provisions of the ordinance or is convicted of violating any city or State law. The ordinance also provides a \$100 fine for violation of the ordinance.

In his decision on the test case, Judge Jones states: "It is a matter of common notoriety that in many instances they (the soft drink places) are largely places where illegal traffic in intoxicating liquors is carried on. 'The court sees no good reason why, especially in the state of things that now prevail, 'soft drink' places should not be subject to a certain amount of municipal and police regulation and control.

"It seems to the court that under its charter, if not under general police power, the city had the right to

enact this ordinance to meet an evil of recent growth.

"A legislative act is presumed in law to be within the constitutional power of the body making it whether that body be a municipal or State legislative body.

"The ordinance does not permit the Safety Director to discriminate between those applying for licenses."

## LOFT LEASES VALUABLE PROPERTY

### Will Pay \$60,000 and Taxes Yearly For Building at Broadway and 34th Street, New York—Plans Improvements and Candy Store on Ground Floor

George W. Loft, the candy manufacturer, has leased a building at Broadway and 34th street, New York City, in what is considered one of the most interesting real estate transactions of the year. The building has been leased to Mr. Loft by Robert E. Smith, retired head of a large cloak and suit house, for a term of 21 years at an annual rental of \$60,000, plus taxes, which are expected to total an additional \$15,000 yearly.

A clause in the lease empowers Mr. Loft to erect on the site a modern building not less than twelve stories in height and costing not less than \$200,000. Upon completion of this project the lease automatically renews itself for another twenty-one years, the new rent being based on a re-appraisal.

Possession will be taken on Sept. 15, 1924, when an existing lease held by the United Cigar Stores Company expires. Mr. Loft says he has not definitely decided on the character of the improvement he intends to make although he will establish a candy store on the ground floor.

Real estate men declare that the lease represents one of the most amazing increases in land values in the history of the city. Mr. Smith paid the Rev. Alfred Duane Pell \$375,000 in cash for the property in 1902. Only thirty years before the father of Dr. Pell is said to have purchased it for only \$30,000. In 1914 Mr. Smith refused \$1,000,000 for the corner which today is considered to be worth even more.

## RECORD CROP OF ORANGES

According to the recent report of the Federal Bureau of Crop Estimates, Florida is going to produce in the coming year a crop of oranges which will surpass all previous records. The present condition of bearing orange trees is given as the highest in several years, the condition being given as 96 per cent against a five year average of 78 per cent.

The importance of Florida as a producer of oranges is shown by the statistics of production for the last two seasons. In 1920 Florida shipped 7,000,000 boxes, valued at \$18,500,000. In the season just ending, the crop is estimated as 8,300,000 boxes but the value is stated as only \$12,450,000 showing that the orange industry has not escaped the deflation.

Exact estimates as to the crop for the coming year are impossible but it seems reasonable to assume that Florida will ship north somewhere in the neighborhood of 10,000,000 boxes.

## CRAVES SODA AFTER 2 YEARS ABROAD

A recent freighter from Calcutta and French and Spanish ports brought back to this country Mrs. E. R. Pottle, wife of the American Consul at Balboa, Spain. The first thing Mrs. Pottle asked after coming ashore was whether ice cream sodas were still being served in this country.

"I haven't had an ice cream soda in two years," she explained, "and I have missed them very much."

Mrs. Pottle brought with her her daughter, Edith, three years old, who has never tasted her mother's favorite drink, but was allowed to enjoy a real American soda as soon as she reached her home in Brooklyn, N. Y.

# Ideas for Soda Fountain Displays

## A Few Ways to Attract New Customers Who Will Appreciate a Real Effort to Give Courteous Personal Service

By FRANK H. WILLIAMS

**M**AKE a large, imitation soda glass at least six or seven feet high out of wood and crepe paper, and put it in your show window with a sign reading:

**"EIGHT GLASSES OF THIS SIZE EVERY DAY!"**

"That's the average amount of soda consumed by patrons of our fountain during the past week.

"Quite a lot of soda, isn't it?"

"There are a number of reasons why the business done by our fountain is so great. These reasons are the goodness of our goods, the cleanliness and attractive appearance of our fountain, and the service we render

"Come in now and try our sodas. Once you try them, you, too will become a steady patron of ours."

Put a white cardboard background in the show window. Then paint on this background in letters of various sizes and colors the regular prices you charge for drinks and sundaes, such as 11c, 13c, 17c, 23c and so on. Attach a ribbon to each price and lead this ribbon from the background to a card in the foreground of the window which bears the name and description of some drink or sundae which is sold at the fountain at the price named. Give all the ingredients which go to make the sundaes and tell how well the dispenser makes up the sodas.

The Loft candy stores in New York City have for years found it profitable to feature a daily special at their soda fountains. The name of this special and the ingredients which go into it are told on posters about two feet in length and a half a foot in height which are pasted on the mirror at the rear of the fountain. These specials are always attractively priced and the stores do a large business in them. You might find it worth while to feature a weekly special during the summer time. A local touch might be given by naming them for some particular sections of the city. There might be an "Irishtown Special" which would feature some sort of green in its makeup, or an "East Side Sunrise Sundae" featuring orange or something with a red tinge. The store might then tie up its window displays with the special for the week using a window card calling upon all the people in some particular section of the city to come to the store and show their home section patriotism by patronizing the week's special.

Are there some regular patrons of your fountain who buy certain drinks or dishes at certain times of the day or evening? If so, and most fountains have such patrons, you can get some good advertising material out of these regular patrons by telling them about it in window cards reading like this:

"What is YOUR soda fountain hobby?"

"We have a number of fountain patrons who have special hobbies. One man for years has purchased three glasses of buttermilk every day from our fountain—just three and no more and no less. Another prominent business man drops in at our fountain practically every morning before starting work and secures an egg malted milk. That's his breakfast.

"Perhaps you, too have some special soda fountain hobby. Perhaps you like your chocolate soda with just a certain amount of 'collar' on it. Perhaps you thoroughly enjoy a glass of root beer provided it is served at a certain temperature.

"If you have a hobby, ride your hobby into this store and get the sort of service that will put a smile on your face. This fountain has just one specialty and that specialty is to please our patrons. We can please you with the service we render. Come in now and get acquainted with us."

The soda fountain can be boosted with certain classes of people by direct appeal in the show windows. For instance, motorists might be appealed to if the store placed a number of locks for various kinds of automobiles in the show window and gave some statistics regarding the number of local car thefts. Then it might use an advertising placard of this sort with the display: **"LOCK UP WITH THIS STORE'S FOUNTAIN."**

"Our soda fountain dishes are of the kind that make a big hit with everyone.

"You are losing a lot of enjoyment every time you fail to patronize our soda fountain when you are thirsty."

Meal tickets used to be very popular with many people and it would seem as though the soda fountain might cash in on this same sort of a proposition by getting out soda fountain tickets which would be good for a certain amount of trade. If tickets good for \$4 worth of trade were sold for \$3.50, they should serve to promote the fountain's business. Many people who might not think of patronizing the fountain under ordinary circumstances would do so when owning tickets, as it doesn't seem so much like spending money to have a hole punched in a ticket.

Anything which gives publicity to the soda fountain is a good thing and is calculated to build up business. This being the case see to it that your fountain gets a lot of publicity.

### UTAH MAKES EXTRACT TESTS

Tests made of various flavoring extracts found on the Utah retail market by inspectors for the state dairy and food commissioner have brought out the fact that of thirty-four samples submitted, four were found to be in violation of the law. In each case the extracts failed to pass inspection because of faulty labeling.

Herman Harms, state chemist, recently made tests to determine whether denatured alcohol was being used to extract the flavoring juices or whether any varieties labeled "double" or "triple" extract were in fact of sufficient strength to justify the use of such claims on the label. He found no violation of the law in these respects.

There are good reasons why grape beverages should be featured this coming season. The grape growers have a right to expect the public to help them dispose of their products if presented in thoroughly worthy and legitimate form.

# Severe Break in Price of Sugar

Refined Product Reaches Lowest Level in Several Years—  
Raw Sugar Market Still Weak

AT THE time our last discussion of the sugar market was written, the price for refined sugar was at 8 cents, after having risen from 6.85 to 8.5 cents a pound. At 8 cents the market appeared somewhat weak. At no time in recent months have we taken the attitude that there was any necessity for buying sugar to cover future requirements, and events of the last two weeks have proved that this idea was a correct one. After holding a short time at 8 cents, the price for refined sugar broke rapidly until on May 1st several of the refiners are offering it at 6.5 cents with apparently few takers.

This break in the refined sugar is of course due largely to a corresponding break in the price of Cuban raws, which have reached the point where the Cuban Commission is offering a large amount at 3.85 cents, the lowest price of a number of years.

No one seems to know definitely the cause of this sudden drop in price, but it seems to indicate clearly that the Cuban Sugar Finance Commission has lost control of the market. History thus records one more unsuccessful attempt at the control of commodity prices which has been wrecked on the immutable law of supply and demand. It seemed when the Commission was organized and for sometime thereafter, that it might succeed in its attempt to regulate the price of sugar and market it at reasonable prices. All factors were in its favor for it controlled a large proportion of the world's supply of sugar and not only had the backing of the Cuban Government but was supposed to have the tacit support of our government and financial resources furnished by large New York interests. Notwithstanding these factors, it is now offering sugar at little more than half of its original price.

There is no lack of speculation as to the reasons for this and a number of plausible explanations might be advanced, including a possible demand from the financial backers that it market a considerable proportion of the stock of sugar immediately, in order to provide working capital. From the standpoint of the users of sugar the causes do not matter. They can accept the blessing as it comes, without stopping to inquire too far into the reason for it. Sugar is unquestionably cheap at the present time, much to the delight of all consumers who did not stock heavily at higher prices. At 6.5 cents refined sugar is lower than it has been for years and there seems to be little indication that the bottom has been reached as yet. The market on both refined and raw sugars is decidedly weak at the present time.

But the buyer who has an eye on future requirements and is looking for the psychological moment to place contracts to cover them, should remember that there are a number of factors affecting the situation which will prevent the decline from going much further and which may cause a sharp rally in price if the decline progresses a little too far. The Cuban crop will be, it is estimated, at least a million bags less than that of last year. European crops of beet sugar, while probably larger than last year's, will not be anywhere near the pre-war figures. American and East Indian crops are not likely to be excessive. It is always the case that a drop in prices such as we have had in the past year lessens production. This may not, and probably will not, result in a sugar shortage for this year, but it may

mean that a few months from now the shoe will be on the other foot and buyers will be more anxious than sellers.

Then there is always the matter of the emergency tariff on sugar which must hang over the market until it is definitely settled in one way or another. At present the bill is still held in the Senate Committee and it is not known what action will be taken on it. The prompt action which was promised at the beginning of the session has not materialized and it may be that no change will come in the tariff on sugar. The sugar market appears to indicate that such will be the case, but if the tariff is enacted, putting on an increased tariff on sugar, there will be a sharp rise in prices, temporarily at least.

With these factors affecting the situation, it is a wise man who knows just when to lay in his future supply.

## WILL SUGAR HEAD RESIGN?

Break in Market Revives Story That Earl D. Babst, President of The American Sugar Refining Company Is To Retire

With the continued decline in prices on raw sugar, the oft repeated and oft denied report that Earl D. Babst is to retire from the presidency of the American Sugar Refining Company, is again in circulation. The most interesting thing about the report is the reason given for the opposition to Mr. Babst within the company.

According to rumor, friction has developed over Mr. Babst's marketing policies. The chief policies which are criticized are described by one of the well-known men in the sugar trade as follows:—

"In the first place, it should be realized that Mr. Babst is an advertising man, believing implicitly in the ability of advertising to sell anything. This worked very well so long as the merchandise was practically a monopoly. As a 'trust' man, backed with unlimited capital and in a field where terms could be dictated, he was a great success. But sugar is not controlled by a monopoly.

"The war's developments are too fresh in the public mind to require repetition. During this period the brokers became powerful, buyers and sellers depending upon them. They rendered invaluable service, a service which was so appreciated that today they are handling the sugar for both buyers and sellers for a large section of the world. Mr. Babst, by eliminating the brokers, aroused their antagonism.

"This policy was abandoned for a few months in 1919 when a small and select circle of brokers was employed. This policy again was changed and the brokers have not been active in the affairs of the company since that time. In the meantime sugar soared to above 20 cents a pound.

"It is idle to talk of 'trade war' in referring to the recent cutting of prices. As I have said, the sugar market is an open market; it is a merchandising proposition. If a refiner can get raw sugar cheaper than his competitor and sell at a lower price he does the business. When the Cuban Commission was formed the American Company was one of the first to get under its umbrella to escape the deluge of raw sugar which was pouring into the market.

The report is denied absolutely by Mr. Babst and his associates.

## Selling Candy in Small Amounts

The Store that Makes Feature of Inexpensive Sweets in 5, 10 and 25-Cent Packages Gets Profitable Neighborhood Trade

By C. L. KETCHAM

I WAS walking up Flatbush Avenue, Brooklyn, the other Saturday afternoon, glancing idly in the store windows as I went by, when I saw a small boy in a candy store reaching over into the window to select a maple sugar ball from a tray on display close to the window glass. On the left of the small boy, holding the curtain aside was a tall woman, whom I recognized as the wife of the proprietor. The youngster selected his candy ball, gave the woman some pennies and walked out munching his candy. "Great stunt that," I thought. "Made the little fellow do the work." But the small boy looked satisfied, and I remembered that he had looked the candy balls over carefully before he made his selection. It was obviously impossible for the woman to reach over in the easy way the boy had done. Probably the tray of maple sugar candy balls were the only ones in stock.

Later I passed by the window again, and there were two trays of the candy balls and a few more youngsters were walking out, either with paper bags or eating the candy as they walked. I began to wonder if letting the boy help himself was not part of a deep laid scheme. I looked at the windows more closely. Contrary to the custom of the big stores, of which there were three only three minutes walk down the Avenue, the five, six and ten cent candies were displayed side by side with the sixty and eighty cents a pound candy. The big stores kept their expensive candies in one window and gave over the second to stick candy, five cent package candy, and the five and ten cent bars. This store, however, like many others in the neighborhood, frankly catered to the families in the community. Business men passing by went in and bought just enough candy to stick in their pockets apparently, as they came out without a package, and I could see that they had made purchases. Young girls went in and bought candy bars.

### Small Purchases Made Easy

Perhaps people also bought pound boxes, but they were not doing so at that hour of the afternoon. Downtown I knew, during the lunch hour in particular, the clerks and stenographers and factory workers thought nothing of going into the big candy stores and demanding a quarter of a pound of candy. But still I could not picture people going into one of the three big candy stores down the Avenue and asking for a few cents worth of candy. Perhaps they were ashamed to. Perhaps once inside they yielded to temptation and bought a pound, and so did not venture in readily. There are a host of workers who cannot afford to go and buy a pound of candy when they want something sweet, not all the time at least. But they can and do go in and buy a couple of candy bars or candy balls.

More and more interested in this little store which I had taken as a matter of course before, I watched outside, noticed the kind of candy on display, and looked into the store to see what the customers were purchasing. Peppermint patties, five cents; coconut chocolate bars, five cents; coconut bars, ten cents; chocolate balls, five cents; to say nothing of different varieties of five and ten cent wrapped candies that were displayed in both windows. A few trays of chocolate nut candy at so

much a pound, or maple fudge at so much a pound, or French bonbons at so much a pound were featured here and there also. But both windows had the small price candies.

After all why not? The small price candy was good candy, the kind that would have cost up to a dollar a pound if it had been wrapped in a fancy box tied with ribbon. Right there in the window people saw displayed the candy in the right quantity for their purse. Perhaps on pay day they went into one of the big stores and indulged lavishly. Perhaps they remained faithful to the small candy store. I couldn't tell. But I could see that they went in one after the other and bought a small amount of candy.

### The Profit on Low Price Candy

Most of the people went in easily as though they were accustomed to the store. No doubt they were. Not all candy stores are clever enough to realize the profit on low price candy, but this store seemed to. More than one child selected his own candy. And why not, too? Even adults have the feeling that the article, whether it be candy, food or something else, which they select with their own hands, is somehow superior to the rest of the display. Children have this feeling to an intense degree. Package candy is all alike, but patties and candy balls—there is no reason why a child should not select his own from the tray, with the understanding of course that the candy he picked up was to be his choice.

The store which is the favorite of the children is often the favorite of the parents when they go out to indulge the family in sodas or ice cream. For one thing the children lead them there, and the parents feel that a store the children like must be a good one, for parents know, as no one else, how hard children are to satisfy. Who has not heard some child object: "I don't want to go to Brown's. I'd rather go to Jones's." If Jones is as inexpensive, the mother gives in. If it is not, she asks the reason and finds out often that the child was treated better in Jones's. Then, too, children are often sent out for the family ice cream or candy, and they go to the store where they are accustomed to go for their five cent candy bars.

I had often wondered how this particular store could keep its place on the corner in a neighborhood that flourished with candy stores, when it had only small windows, and no pretentious fixtures. Apparently it prospered because it featured small price candy, and paid attention to the feelings of child customers.

### WINS LOWNEY BOX DESIGN PRIZE

Miss Dorothy L. Nichols, of the New School of Design of Boston is the prize winner for her drawing submitted in the Walter M. Lowney candy box design competition. Sixty-eight specimens were submitted by art students in Boston and with the exception of a very few these equalled if not surpassed those sent in by commercial artists.

The judges were Harold M. Brett, a Boston artist; R. A. Burns, of the Lowney Company and Henry Slade, superintendent of the box division of the company.

## FOUNTAINS IN UNITED CANDY STORES

### New York Firm Changes Policy Because of Popular Demand For Soda and Luncheonette Departments—Will Immediately Install Fountains in Four Stores

The United Retail Candy Stores, Inc., of New York, have inaugurated a new policy in the conduct of their establishments, the change taking the form of the installation of soda fountains in a number of the metropolitan branches. Officials of the firm say that they have been led to make an experiment with soda fountains on a large scale because of the many requests for departments of this variety on the part of customers. When the company was first organized, and, right up until a month or so ago, the management had intended that the shops deal in confectionery only, and in no case were soda fountains contemplated in any of the 26 establishments which the concern is now operating. Of these about two-thirds are located in Manhattan, both in the downtown and residential districts, with the remaining one-third scattered in suburban or semi-suburban neighborhoods.

From the very first day, however, the officials say, requests for soda and luncheonette departments began to come in in large numbers, the showing of the soda devotees being so impressive that it was finally decided to satisfy the demand. As an initial step four stores in Manhattan will be altered as soon as possible to permit the installation of large and modern fountains. For the present, no more than the four fountains are contemplated, but it was stated that if the public demands more, they shall be furnished. The company states that at no time was it opposed to having fountains,—in fact has always had an open mind on the subject, but admits it might not have adopted its present policy so soon, only 18 months after the opening of the first store, had it not been for the great popular demand for fountains. The officials say that so long as the introduction of soda fountains has been decided upon, the firm will strive to give the very best in fountain service. Light luncheonette meals will also be served.

The first new fountain will be installed at the store on East 42nd street by the end of the first week in May. This will be followed as soon as possible by fountains in the Times Square district and on the upper West Side, in a residential neighborhood. Should these departments prove satisfactory and should the public demand for others continue, they will be installed in all the stores before long.

## NON-ALCOHOLIC FLAVORING EXTRACTS

Whether a suitable vehicle can be found as a substitute for alcohol in the manufacture of flavoring extracts is a problem on which a large number of investigators have been engaged. Research in this direction has been more determined in recent years, especially since the advent of prohibition, as laws governing the sale and use of alcohol are becoming more and more severe and the responsibility of handling it greater. In a thesis by Stanley W. Foulser, recently published in the Bulletin of the Massachusetts College of Pharmacy, the author gives an outline of his attempt to make satisfactory flavoring agents without the use of alcohol, or if this were not found possible, to reduce the alcohol content to the minimum amount necessary.

The use of fixed oils as solvents was first attempted, cottonseed, olive, peanut, and corn oils being the ones chosen, and these were subjected to chemical tests for iodine absorption value, saponification value and free fatty acid value, to insure their purity and freedom from traces of rancidity. Acetone and glycerine were tried also, but proved to be poor solvents for the volatile oils. The volatile oils used were fresh and of known purity.

Some work was done with semi-solid or paste extracts and the use was considered of flavoring elements suspended by emulsifying agents such as acacia, tragacanth and chondrus. All of the flavoring substances made by these various processes were tried out in actual cookery and in different types of dishes, such as puddings, sauces, pastry, cakes, candy, etc., to insure fair trials.

It was found that the use of volatile oils in fixed oils is limited to pastry, cakes, candies, thick sauces, and dishes in which fats, as butter and lard, are used; they cannot be used in thin sauces or in light puddings like those made with junket. The paste extracts and the emulsified extracts, however, can be used equally well in all of these various types of dishes.

The emulsified flavoring extracts in liquid form present a field for further development on a commercial basis, as it seems probable that they may be used in time to the exclusion of the alcoholic extracts.

## LOW PRICES ON COCOA BEANS CONTINUE

The last month has seen no new developments in the market for cocoa products, and the consumer should certainly be benefited by the unprecedentedly low prices. At the present time most grades of cocoa beans are quoted at prices varying from  $5\frac{1}{2}$  to 10 cents, according to quality. Cocoa powder is now at the extremely low price of  $3\frac{1}{2}$  to 4 cents, while cocoa butter is still selling in the neighborhood of 25 cents. One of the most prominent dealers in cocoa products has this to say of the situation. "The cocoa market continues narrow, with absorption by consumers strictly confined to minimum routine needs. Trading for the most part is insignificant, but there is a steady undertone in most grades which would seem to indicate the disposition to rally, should there be any provocation for such an unheard of action. There have been few recent developments of importance which would tend to strengthen the market."

## PRICE DECLINE IN FOUNTAIN SUPPLIES

On account of the high price of sugar, freight and labor there have been but few sales of crushed fruits, concentrated syrups, extracts and other soda fountain supplies in the South during the past three years, according to Lynn Fort, of the Lamar-Rankin Drug Company, of Atlanta, Ga., but during the past month, Mr. Fort says, there has been a decline of 20 per cent in the price of these commodities and dealers will not be running a big risk in purchasing their supplies for the summer use.

Most of the trade in the South has been holding off waiting for the decline and now the season is about right for a big demand in soda fountain wares, Mr. Fort declares.

## ICE CREAM SODA WITH "KICK"

John Barleycorn just will not stay dead. His latest resurrection appears to be in Philadelphia, where ice cream soda with a kick in it is the specialty of a number of stores.

How it is made cannot be learned, as those who have been selling it naturally will not reveal the method of mixture and the prohibition agents are not disclosing the secret for fear the city will go on a grand spree.

The cat was let out of the bag by Miss Winetta L. Stacks, superintendent of the Philadelphia Deaconess Home, who said that orphan boys at the home had been getting ice-cream sodas and exhibiting prize jags a short time later. She said Federal agents had wiped out at least one place where the jazzy sodas were sold.



## Getting Vacation Trade

Some Ideas Which Have Proved Successful in Attracting Children's Patronage During Summer Freedom

By W. B. STODDARD

WITH the approach of warm weather and the closing of school the fountain should draw more and more children, and accordingly it is up to the fountain man to get the trade coming his way. And he does not want to wait until vacation actually arrives, either, as children are more loyal than grown people, and once they have formed a habit of going to a certain store it is hard to wean them from it. Now, before the ice cream and iced drink season is fairly open, is the time to make a bid for their patronage.

A good method of doing this was the "Get Acquainted" campaign inaugurated by The Ryan Hotel Pharmacy, of St. Paul, Minn. The proprietor issued a large number of cards on which, in neat type, was printed:

### GREETINGS!

All boys, girls and good people are hereby invited to attend our Get-Acquainted Parties held from two to six at our Oh-So-Good Fountain. A special sundae is then served for ten cents, the regular price of which is twenty cents. A different special each day.

Come one; come all; bring your relatives and friends.

### RYANS HOTEL PHARMACY

Such a plan is well adapted to any fountain in a residential neighborhood. There was a narrow cabinet between the two main doors, and here on a small table, covered with a white cloth, was arranged a sample of the special for the day—strawberry sundae, fruit punch, cherry delight, etc. The case was air-tight so there was no danger of the confection getting dusty,—which would be fatal to it as a drawing card. The plan worked effectively in boosting trade on the special afternoons, when it was usually dull, but the owner was also looking ahead to the summer months when the youngsters would be dropping in during the hot afternoons—which would not in any way interfere with the regular evening crowds. The "special" was advertised in a little box at the top of the store's regular daily advertisement, and proved effective in capturing the trade of the school children. Although the majority called for the day's special, a number bought drinks sold at the regular prices.

### Attracted Many New Patrons

Best of all it brought scores of children into the store who were not accustomed to patronize it, and while they were enjoying themselves at the fountain they had a chance to take notice of the candy, cakes and novelties of all kinds displayed in the cases, on the counters and on the shelves, an enticement for future pennies and dimes. One of the best drawing cards was the show window, which attracted the attention of many who had failed to receive a card or read the newspaper advertisements. The background of the window was set to represent a stage, made of cardboard of buff and brown with pencillings of gold. This, and the balance of the window, was trimmed with long sprays of artificial fruit blossoms. On the stage were a couple of dancing dolls, together with a large card bearing an announcement similar to that sent to patrons. Built up

at either side were pyramids of grape juice, ginger ale, loganberry juice, sarsaparilla and plain soda bottles. Lithographs supplied by the manufacturers added a touch of vivid color to the display.

Kresges, in Louisville, Ky., recently attracted the children in the following manner: Across the entire front of the window was spun a huge web of silver tinsel, and behind it were a number of steps covered with scarfs of pink, green and yellow silk. Here were laid artificial lilies and sprays of fruit blossoms, and between them dishes of candy, while on the top row were dishes holding ice cream, sundaes and several kinds of fruit salad. Each was named and priced. Upon the web was a huge novelty spider.

A card announced:

### PROTECTED BY THE SPIDER

Robert Bruce, the Scottish hero, once owed his life to a spider. Taking shelter in a cave he fell asleep and while he slept a spider spun her web across the opening. Two soldiers searching for him came to the cave and were about to search it, when one, noticing the spider and not relishing the idea of penetrating into the gloomy cavern, exclaimed "It's no use looking here. The cave hasn't been disturbed for weeks. Look at the spider's web across the front!"

Just as the spider's web protected Bruce—the sign of the Silver Web protects all seeking delicious, wholesome pure candy. All the sweets behind this big web are of the kind that make you want more—and the same applies to all our fountain specials.

### ASK FOR SILVER WEB CANDY

#### Took Name of Mother Goose

A sweet shop recently opened in St. Louis took the name of Mother Goose. While alterations were being made in the front of the building, the owners took advantage of a boarding all around, to paint big pictures of various characters from Mother Goose's Melodies. They likewise advertised in the papers, offering six special prizes to children under 14 who should best complete one of the Mother Goose rhymes, using the first two lines as they are written and the last two to express the interest the town was taking in the opening of the Mother Goose shop.

One of the best answers received in each day's mail was printed in the next day's advertisement—though with the distinct understanding that it had no bearing on its choice as a prize winner. When at last the boards were torn down they revealed a most attractive shop, with two large windows in each of which was a papier mache figure of an old woman riding a goose. One window, not only for opening day but for all time, was devoted to Kiddie Kandy—a different kind being featured each day, at popular prices. In one corner of it was a card, showing children running to meet their father, and the sign was captioned:

The man who forms the habit of taking home a box of candy to the kiddies stamps himself as a very clever and popular man—especially if it be some of the Kiddies Special from MOTHER GOOSE.

The other window showed candy de luxe, with the card:

### MOTHER GOOSE IS HERE

and will aid her host of friends in making the approaching season the happiest possible.

She offers, too, a rendezvous

Where one may greet his friend;

And honest, too, she'll startle you

With service without end.

For every holiday—Thanksgiving, Christmas, Valentine, Easter, etc.—the shop had timely displays, with verses that were reproduced in their newspaper announcements. The boxes of kiddie special are adorned with pictures and verses from Mother Goose, and each week a special prize is awarded to the child who first brings in a complete set of six of the Mother Goose pictures cut from the tops of the boxes.

### JUST WHAT IS ICE CREAM?

#### Our Own Troubles In Connection With "Blue Sunday" Laws Reflected In Britain Where They Are Still Asking Whether Ice Cream Is a "Food" or a "Beverage"

The definition of ice cream, published some years ago in Circular No. 19 of the United States Department of Agriculture has been with varying modifications, generally accepted throughout the country. According to this standard "ice cream is a frozen product made from cream and sugar, with or without a natural flavoring, and containing not less than 14 per cent of milk fat." So far, so good, but the definition does not determine whether ice cream is a "food" or a "beverage," especially in certain sections where the attempt has been made to enforce "Sunday observance laws." In some communities, it has been held, ice cream may be legally sold when served as a part of a meal, or by itself in an eating house, but such sales are in violation of the local ordinance if the ice cream is served as a delicacy in a fountain establishment or over the counter of an ice cream parlor. Much acrimonious discussion has resulted in some of these situations, frequently reminding the out-of-town observer of the memorable distinctions between tweedledum and tweedledee.

That Americans are not alone in wrestling with the problems incident to the sale of ice cream would appear from an article recently published in our Antipodean contemporary, *The Australian Soda Fountain Journal*, under the title "What is Ice Cream?" In this article the writer states that restrictive legislation in Britain prevents the sale of ice cream after 8 p.m. A Liverpool confectioner, charged with selling ice cream after hours, raised the plea it was not ice cream sold, but an iced compound. The magistrate postponed decision pending inquiry. An expert witness (Mr. A. Pompa) stated that with few exceptions ice cream was not made in England, but only milk ice or water ice. The expression "ice cream" was not generally used by vendors in London, the term "ices" being substituted. The Liverpool magistrate consulted the New English Dictionary, which defined ice cream as a compound of flavored or sweetened cream or custard, congealed by being stirred in a vessel surrounded by freezing mixtures. A custard was defined as a dish made with eggs and beaten with milk and sweetened. The defendant was convicted and a small fine imposed.

#### Decision Technically Incorrect

On the force of the magistrate's statement that he accepted the definition of the dictionary, it would appear as though the conviction was technically incorrect, although, viewing the case from a common-sense standpoint,

the confectioner was undoubtedly guilty of an offence against the Act, for on being asked for ice cream he served what the customer was satisfied was such. There was no statement that the mixture was not ice cream until the hearing of the case.

When the magistrate stated he would accept the definition of the dictionary, and the latter stated ice cream as being sweetened cream OR a custard, and the definition of custard was a milk compound, to which sugar and eggs were added, it would appear that cream was not a necessary ingredient to comply with legal requirements when the magistrate relies on the dictionary for definition.

What is the trade definition? A confectioner in a good neighborhood would likely state part cream and part milk, or a custard cream made with milk and eggs. This was the original mixture, the best being sweetened cream frozen; the alternative being the custard mixing, which, with a good proportion of eggs, resulted in a nourishing and satisfactory compound. These lines were the rule when the minimum price for ice cream was 3d, but the introduction of the penny portion followed on the discovery that by the use of cornflour, eggs could be cut out. The next step of the street vendor was to water the milk, until the stage was reached that customers obtained practically a pennorth of snow, plus a little milk, sugar, flavor, and color.

#### The Public Standard

Taking the public en masse, there is no standard set by them. A section—the discriminators, patronize the establishments where the sweetened cream or egg-custard compound is vended. Those who place quantity before quality are evidently satisfied with the water-ice—plus a little milk, sugar, color, and flavor. Indeed, in many cases the two last items are cut out.

That a section is satisfied with what a voluble vendor in the Victoria Markets announces: "Freeze your belly and quench your thirst for a brownie," is evidenced by the amount of patronage bestowed. It would appear, therefore, that the public demand is sectional, but that there is a general acceptance of any frozen compound as ice cream.

The legal definition in Victoria reads:—

*Ice cream* is "a foodstuff consisting of milk or condensed milk, or cream, with sugar, with or without fresh eggs, flavored with fruit or with the juice or pulp of fruit, or with nuts, or with harmless vegetable flavoring or essences, colored or not, with harmless coloring, and with or without candied fruits, liqueurs or spirits, singly or in combination, sterilized by boiling, or pasteurized by being kept at a temperature of not less than 156° F. for 20 minutes, or of not less than 165° F. for ten minutes, and subsequently frozen. Ice cream shall contain not less than three parts per centum of fat, derived solely from milk and eggs."

*Ices* are preparations of wholesome foodstuffs, with or without addition of harmless vegetable substances or essences or of harmless coloring, sterilized by boiling, or pasteurized by being kept at a temperature of not less than 156° F. for 20 minutes, or not less than 165° F. for ten minutes, and subsequently frozen.

The addition of harmless flavoring and coloring to ice cream and ices, without declaration, is permitted, but viscogen, gelatine, or other thickening substance to ice cream is prohibited.

No person shall sell any ice cream or ices of which the nature or flavor is indicated or declared by the name of any fruit or fruits, flavored wholly or in part with any substance other than the fruit or fruits named, unless the said name is conjoined with the word "imitation."

# Vitamines at the Soda Fountain

## You Can Make Good Use of the Latest Development in Scientific Nutrition to Boost Your Business

**T**HE prizes in modern life and in modern business go, as they have in the past and will in the future, to those who can keep one stride ahead of the field. The margin between success and mediocrity is sometimes so slight as to defy analysis but it is there all the same.

What has this got to do with vitamins and what have vitamins to do with the soda fountain, do you ask?

Quite a lot, even if the connection does not appear obvious. The soda fountain business has developed until in the aggregate it is one of the most important merchandising propositions in the country. It has passed far beyond the stage of dealing in luxuries alone and those amateur economists who list all the money spent at fountains as part of our country's extravagant expenditures for unessentials are shouting wide of their mark. Today a large proportion of the items served at our fountains are real foods, of a highly concentrated and healthful nature, and are recognized by patrons as such. Consider how many business men and women, especially in the larger cities, have given up the pernicious habit of eating a heavy meal at noon and impairing their capacity for the afternoon's work; instead they take a light lunch at the fountain or even confine themselves to one of the many nourishing drinks which provide ample body fuel for the rest of the day.

This tendency places the soda fountain among the food purveying businesses and it seems likely to assume an ever increasing importance in this role. Hence its interest in vitamins. No business or industry can afford to ignore any scientific development affecting it, especially when the development is one which can be turned to excellent advantage. Assuredly the soda fountain has no desire to regard with inattention a discovery which is likely to have a far reaching effect on the eating habits of the American people, when it may be used to turn people more and more toward the specialties of the fountain.

### Keeping Ahead of the Procession

The public interest in vitamins is comparatively recent and it must be admitted that the general knowledge in regard to the new substances is fragmentary and none too accurate, but already there is a widespread belief that vitamins are highly desirable. As an example of keeping a light shining "a little ahead of the next," just see how the Fleischmann Yeast Company has hastened to capitalize this impression, spending thousands upon thousands of dollars to urge the increased use of a product on which the unit of retail sale is only three cents and in many places only two. Here is certainly a case of business imagination and initiative and evidence of a readiness to take the fullest possible advantage of new developments. While figures are not at hand to show how successful the campaign has been, it is an unquestioned fact that sales have been greatly increased and thousands, possibly millions, of people have been induced to take up the habit of yeast eating to make up for a real or imagined deficiency of vitamins in their food.

As a matter of fact, as we will show shortly, many soda fountain specialties are far superior to yeast as sources of vitamins, but the business is not sufficiently organized to undertake educational advertising on a nationwide scale. Any use which is made of the public interest in vitamins must be made locally and more often individually, but use can be made of it and individual initiative

will point out many ways in which it may be played up to advantage. Certainly it is worth while for any soda fountain man to understand the principal points in connection with the vitamins and make use of this knowledge in the ways that seem best to him.

In the first place, vitamins are not a fad or a popular delusion; their importance in diet can hardly be over estimated. Within the memory of most of us have come two important developments in the science of nutrition; the recognition of the importance of a "balanced ration" consisting of reasonably fixed proportions of the three classes of food substances, proteins, carbohydrates, and fats; and the proof that the maintenance of bodily efficiency depends on the consumption of food producing a sufficient number of calories, or heat units.

### No Life Without Vitamines

Now comes the additional and most important discovery that our food must not only contain all three of the food substances and be sufficient in amount to provide fuel for the body, but that growth, health and in extreme cases, life is impossible without some other substances, fortunately present in most foods, which for want of a better classification are termed vitamins. Just what is the nature of vitamins is still unknown and they have never yet been isolated in the pure state, but certain interesting things in regard to them have been proved beyond question. And the most important thing proved is that foods from which the vitamins have been removed or in which they are not present in sufficient amount, will not support animal life.

Investigators have so far shown which articles of food contain vitamins and which are decidedly deficient in these important substances. It has also been shown that there are at least three different sorts of vitamins and that a sufficient amount of all three in the diet is required to keep us in good health. Fortunately for us, even in the days when we knew not vitamins, nearly every one partook of a sufficiently varied diet to escape difficulties, but at least two serious diseases, beri-beri and scurvy, have been shown to be due to vitamin deficiency, as have many cases of less serious malnutrition, especially among those who for economic reasons have been forced to subsist on a restricted diet.

Now for the different sorts of vitamins and the foods in which they are found abundantly. "Fat-soluble A" was the name given to the first vitamins discovered because it is found solely in connection with fats. It is especially abundant in butter-fat and so is present in butter, milk, ice cream and all milk products except those made from skim milk. Milk as a matter of fact is the only food containing all three kinds of vitamins, and so we have our belief in the value of milk and ice-cream as food again substantiated, but even milk contains little of one type of vitamin. The vitamins are rather sensitive to heat, so pasteurized, condensed and evaporated milks have had their vitamin value largely destroyed; milk powder likewise is not especially rich in vitamins. Vitamins are not, however, affected by cold and are just as active in ice cream as in fresh milk.

### Eggs Rich in "Fat-Soluble A"

Eggs are another food rich in "fat-soluble A" which goes far to explain why eggs are so valuable as a food and why raw eggs are more healthful and digestible

than cooked eggs. Animal fats such as fat meat and lard contain little of the vitamins; in fact, from the vitamin standpoint meat is not a valuable or necessary food, while these stands exceptionally high. Vegetable fats and oils contain "fat-soluble A" to a varying extent. There is lacking space for a tabulation, but peanut oil and peanut butter rate high as do other similar oils but olive oil stands low in the list, whatever its nutritive value from the calorie point of view.

Next to "fat-soluble A" comes "water-soluble B" which is found abundantly in milk though its richest source is yeast. It is, however, the only vitamin in yeast and as all three are necessary, it may be seen that a daily diet of yeast cakes is not satisfactory as a vitamin ration. "Water-soluble B" occurs in many fresh vegetables and in some fruits, but especially in the cereal grains. It is present, however, in the husks and is lost in the usual milling process, so white flour does not contain it but whole wheat flour, graham and rye flours do. This is the explanation of the long known fact that white bread is not as healthful as other varieties. War-bread was a blessing in disguise; heavily disguised in some instances.

The third vitamin, last to be discovered, but no less important than the others, is not present to a sufficient extent in milk to make milk a perfect food by itself. It is found mainly in fresh vegetables and fruits. Not all contain it but most do, especially potatoes, oranges, limes and the leaf vegetables, like lettuce. It is sensitive to heat and is practically destroyed by prolonged cooking, though some may be preserved if the cooking is made as short as possible.

This brief discussion of the subject shows how well the soda fountain and its beverages and foods stand when judged according to the most recent knowledge of scientific nutrition. The American public is by no means slow to accept a new idea and always shows an intelligent interest in scientific developments. When the discussion of calories was at its height, we all remember that the Childs chain of restaurants found it worth while to print on its menus the number of calories represented in an average service of each item. Vitamins, on account of their mysterious nature and action, offer a far greater appeal to the public imagination as is proved by the response to yeast advertising. This aroused interest should be turned to the advantage of the soda fountain.

#### Powerful Argument for Ice Cream

The subject offers a new and powerful argument for a wider use of ice cream not merely as a cool and enjoyable dish, but as an exceptionally valuable food. The same applies to all milk drinks and to those containing eggs especially. A brief consideration of the drinks and dishes served at the fountain shows that many, if not most of them, do their part in adding to the vitamin content of our diet.

Suppose we look at the matter this way. A man going into a restaurant for lunch perhaps orders roast beef with boiled or fried potatoes and eats with it white bread; for dessert he will perhaps have pie and drink a cup of coffee. According to our old standards this is a nourishing meal, but he has received no vitamins except the few which escaped extinction when the milk was poured into the hot coffee and the "fat-soluble A" contained in his butter, if he received butter (oleo contains no vitamins).

Suppose the next day he goes to a soda fountain and orders an egg-malted milk with a vegetable salad and a cheese sandwich. He receives all the food he can possibly require in the most digestible form and, not only that, but his food contains adequate amounts of all three classes of vitamins: "fat-soluble A" in the milk, egg and cheese; "water-soluble B" in the milk and vegetable, and

"water-soluble C" in the fresh vegetables of his salad; altogether an unusually adequate and healthful meal and one which will make him feel more like work in the afternoon.

Confessedly the writer can suggest no definite publicity plan for putting these ideas across, but the subject of vitamins contains numberless points which can be made use of to the advantage of the soda fountain and its products. It is up to the individual manager to use them in the way which will produce the best results under his particular conditions.

#### "SAY IT WITH JELLY,"—NEW SLOGAN

**That Bunch of Roses You Send Your Sweetheart To-Day Will Figure as Dessert Tomorrow, If She Adopts California Innovation**

Humorous observers are pointing out that the popular slogan—"say it with flowers"—is gradually undergoing a transformation under the persuasive lure of delectable flower preserves and will very shortly be replaced by "say it with jelly." As one of them remarked: "You will take your girl a bunch of American Beauties on Tuesday night and when you go there for dinner on Thursday you'll be able to eat them on a Parker house roll." All of which but reflects the serious truth that flower-eating is being done on an increasingly extensive scale. Formerly their use in catering was purely artistic. One admired the candied petals but carefully nibbled all around them without invading their sanctity.

But this is no longer the case. Flower products are being used in the preparation of many dainty and tempting desserts, and among them none more delicious than Roseleaf Parfait. This is strictly a Californian innovation of ice cream, roseleaf preserve and whipped cream, served in very slender crystal dessert glasses. It is a beautiful thing to behold, and it is equally so in its perfume-taste. In other words, Roseleaf Parfait is just as enticing as its name applies.

What more delightful occupation than the cultivation of roses for the manufacture of roseleaf preserves and jellies! Rose gardens may now expand into rose groves, and they will have this advantage over the fruit orchard, in that where the latter blossoms but a few short weeks in the spring of the year, the rose grove will bloom luxuriantly for months at a time. The pot-pourri vase will now stand neglected, its former fragrance imprisoned in rows of shining glass jars, gleaming rose-colored in the dim pantry light.

(California Roseleaf Preserve.)

#### WARD COMPANY AND UNION AGREE

The Ward Baking Company at Providence, R. I., and the Bakery and Confectionery Workers' International Union have settled their differences. According to Organizer Joseph T. Walsh, who was sent to Providence to take charge of the situation in case of a continued disagreement, the company withdraws its proposition to reduce wages and increase hours from 48 to 54 hours, and recognizes the union in its plants at Chicago, Cleveland, New York, New Jersey, Boston, Baltimore, South Bend and Providence. Mr. Walsh declared that a three-year agreement had been signed, which had two years to run, when, in the absence of President Ward, the company proposed to change the terms of wages and hours. On the return of Mr. Ward, in conference with International Treasurer A. A. Myrup, it was agreed that the agreement should remain in force until its expiration.

## Timely Fountain Promotion

Proprietors of Soda Establishments Not Up With Retailers in Other Lines When it Comes to Novelty and Alertness

By P. M. A. HOGEL

**T**HE timely appeal is one of the biggest factors in the selling of all retail merchandise, but although it could be used with equally good effect in promoting the fountain business, very little seems to be done along this line.

In the first place let us see why timeliness has such a very real appeal to customers. Timeliness in promoting any sort of business argues that the business is alert and up-to-the-minute, and people always like to patronize wide-awake stores. That's one reason why timeliness is such a good thing for business. Timeliness, too, freshens up a business, gets it out of the rut, makes it look alive and feel alive. And the public likes novelties and "pep" and enthusiasm.

Finally, a reputation for timeliness arouses a curiosity on the part of customers and prospects to see what the store is doing now. Consequently it brings many people into the store who otherwise might not come.

All this being the case, let us then see some of the ways in which the soda fountain can be promoted in a timely manner. Of course all fountains serve warm drinks in winter and cooling drinks and dishes in summer. That's timeliness, of course. But how many fountains give specially timely names to their various drinks and dishes? Why couldn't the store have a May Milkshake, a June Julep, a July Jumble, an August Appetizer, September Sundae, and so on through the year?

Suppose that the store followed this plan of naming some of its drinks and dishes and suppose that it promoted the drink or dish for each month by means of wall cards and inscriptions on the mirror which were appropriate to the month and to the dish. For instance, this might be the sort of advertising used during the month of May:

### Advertisement for May

**"EVERY MONTH HAS A DRINK THAT'S ALL ITS OWN!"**

"The soda fountain drink that tasted splendid in December is altogether too hot for July. And the January dish may not please your palate in May.

"During May, when the stodginess of winter is thrown off and life seems gay and delightful, add to the pleasures of the month by drinking a specially prepared May Milkshake at our fountain.

"This is the right drink for this time of the year—just the right amount of food value in it, just the right amount of punch, just the right temperature and palatability for May.

"Try a May Milkshake NOW.

"Give yourself a treat."

Also the fountain could push the drink or dish for the coming month five days or a week ahead of the month's advent and in this way would give an added freshness to the stunt.

During the year, too, there are always many special days, holidays and seasons which the alert soda fountain proprietor should take advantage of. Naming special dishes and drinks for these occasions would be giving a timely appeal to the fountain advertising and would attract new trade.

Here, for instances, are suggestions for some timely drinks and dishes which might be served in the proper month:

January—Snowflake Sundae, New Year Pep, January Tom and Jerry.

February—Sweetheart Sundae, or St. Valentine Sundae, Lincoln Lemonade (hot and invigorating), February Feast.

March—March Mallow, Spring Surprise, Emerald Isle Sundae.

April—Spring Peptimist Drink, Mock Beer Special, April Time Sundae.

May—Decoration Day Special, Spring Perfume Sundae.

June—Longest Day Delight (longest drink, too), Flag Sundae, June Joy Sundae.

July—Joy Ride Special, Vacation Delight, Iceland Special, Summer Resort Special.

August—Golfers' Delight, Moonlight Caress, Frozen Beauty Sundae.

September—School Days Sundae, Fall Frolics Sundae, Autumn Animator (hard to say but easy to take), Fireside Glow.

October—Discovery Special (Columbus Day), October Oh Boy Special, Harvest Moon.

November—November Nifty, Thanksgiving Special, Indoor Sports Special.

December—December Delight, Christmas Shoppers' Special, Our Gift Special, Home Again Joy.

### Proprietor Must Use Imagination

Of course, the fountain owner can arrange any dishes or drinks he desires for these names or invent others. The list is given simply for the purpose of making some suggestions.

Of course, too, the proprietor should use his own imagination in promoting the various drinks and dishes, but it would seem as though the best way would be, as suggested, by means of wall cards, but inscriptions on the fountain mirror and menus and window displays will also help if the store wants to go to the trouble and expense of getting out menus and making special window displays.

If the store cared to go into the menu end of the promotion work it should have menus printed for each month in which the month's specials were played up on the first page or at the top, and on which would also be given the month's flower and precious stone and a list of the things which are supposed to be true of people born in that particular month. To do this would be to give an effective flourish to the whole thing, and would attract attention from customers.

### MILLION DOLLAR ICE CREAM PLANT

A million dollar ice cream factory and cold storage plant will be erected in Knoxville, Tenn., by the Anheuser Busch Company of St. Louis, according to an announcement recently made by W. M. Egan, representative of the concern, who has been selecting a site.

### COCA-COLA'S NET BALANCE \$633,948

The report of the Coca-Cola Company for the first quarter of 1921 shows gross receipts of \$6,034,441, and an operating profit of \$844,597. After payment of interest and other deductions there was a net balance of \$633,948.

## Crisis in Swiss Chocolate Industry

With European Markets Practically Wiped Out, Switzerland is Flooded With Both Finished Product and Raw Materials—Future Not Bright

WITH the prices of cocoa in this country lower at present than at any other time within the past decade and with tremendous stocks stored for want of a market, it is interesting to note that a similar condition exists in Switzerland. So depressing is the situation in that country that very recently the reports of American consuls in the home of milk chocolate have been full of comment on the subject. These reports on the Swiss milk chocolate industry have been issued as a bulletin by the Department of Commerce, of which the following is an extract:

The manufacture of chocolate, one of the leading industries in the Berne consular district, is at present facing the most serious conditions that have confronted the industry since its establishment. The foreign market for Swiss chocolate is very unfavorable, and, in the opinion of leading manufacturers, there is little indication for substantial improvement in the near future. The domestic market is therefore glutted, not only with the finished product, but also with the raw material—cocoa beans and condensed milk. The chief factor behind the general demoralization is that the central and eastern European countries have almost entirely stopped buying Swiss chocolate. The former Russian and Austro-Hungarian Empires, the Balkan States, and the Levant were all large customers before and during the war, but the present poor economic and disturbed political conditions, coupled with unfavorable exchange, practically eliminated these former important markets.

### German Embargo on Chocolate

Germany, which was still an important market for high-grade Swiss chocolate, especially milk chocolate, recently placed an embargo upon the importation of this product. The Swiss manufacturers are retaliating to some extent by refusing to purchase cocoa beans from German brokers, as they have been in the custom of doing, but as the Swiss market is already greatly overstocked with this raw product, such reciprocal action is not very effective.

During the war the Swiss chocolate manufacturers were busy turning out product for the armies of both the Allies and the Central Powers. This outlet was, of course, closed with the signing of the armistice. The war had, moreover, enormously stimulated in all European countries the consumption of Swiss milk chocolate, which came to be regarded as an article of food, a necessity rather than a luxury. With the restoration of a more normal food situation the conditions just referred to no longer obtained, and milk chocolate fell back to its pre-war position, which had an unfavorable reaction on the Swiss industry. While this change in the status of milk chocolate has not entirely eliminated England, France, and Spain, as customers, it has curtailed the demand from these countries. Improvement of the situation depends upon the reopening of the former markets, and this depends in turn upon economic rehabilitation and consequent improved exchange conditions throughout Europe.

### Establishment of Branch Factories in Europe

Some Swiss producers have attempted to overcome their difficulties by establishing branch factories in France, and some are seeking other solutions of the problem. In various European countries numerous

chocolate factories have been organized during the past few years and they are profiting by the unfavorable situation in the export trade of the Swiss industry. Their future appears profitable, especially for those employing Swiss experts in their management. During the past few months a number of such factories have been established in England and in France—six in London alone, and one each in Manchester, Preston, and Beccles. In France the newly organized *Chocolaterie et Confiserie Fins du Rhone* in Lyon, and its branch factory, *Cailler* in Pontarlier, may be specially mentioned. The *Fabrique de Chocolats Fins de Nancy* has also recently decided to increase its capital. A new factory for the manufacture of chocolate and cocoa, provided with the most modern machines and the latest equipment, is to be established in the near future in upper Italy. The board of directors of this concern, which plans to produce best-quality chocolate, intend to employ Swiss experts in both technical and mercantile departments.

When milk became scarce in Switzerland during the latter part of the war Swiss chocolate factories were prohibited from using fresh milk and were forced temporarily to use American condensed milk. Chocolate manufacturers in France and in the Scandinavian countries, Denmark, Sweden, and Norway, are now attempting to take advantage of this fact. While the milk scarcity still exists in Switzerland, Denmark is exerting itself to develop a large export of milk. Danish condensed milk has found a heavy demand in both Germany and England, and recently new condensed milk and milk-powder factories have been established in various cities in Denmark.

### KEEPING AN EYE ON VENDORS

The Chattanooga, Tenn., department of health is keeping an official eye on ice cream vendors, now that the weather is warm and school children provide a ready market for that product. One vendor who, health officials say, endeavored to take advantage of the Sunday lull in law enforcement, was fined \$2 and costs in city court recently for violation of the city ice cream ordinance, which requires that all cream sold on the street be wrapped. If it is block cream it must be wrapped in special paper, and if cones are sold, they must be filled by the ice cream manufacturer and each wrapped in paper. The fact that some Chattanooga-manufactured ice cream holds its own rather more than is to be expected of such transient stuff, that is, it retains its form after thawing, has given rise to speculation as to what ice cream is now being made of. The city milk inspector explained that the cream powder, used by many manufacturers, gives the custard a stiffness which prevents it from melting rapidly or returning to a liquid when thawed.

Are you planning and figuring on how you can readjust your soda fountain and confectionery business at the present time, so as to make a fair profit and not cut the heart out of your business?? What you do now, will determine your policy for some time to come.

# Soda Fountain and Candy Counter

Should Be Admitted to List of Famous Affinities—Which Is Most Important Member of Partnership?

By HENRY F. ALBRIGHT

THE time has come to add one more pair to the long and famous list of historical affinities, featured by such names as Dido and Aeneas, Anthony and Cleopatra and hosts of other pairs as inextricably connected in the public mind. We nominate the soda fountain and candy counter as worthy of admittance to the distinguished company.

To the average person the existence of a soda fountain without a candy counter in more or less immediate juxtaposition, is unthinkable and the reverse of the proposition, that a candy counter cannot exist without a soda fountain, has become almost as well established. The two are as closely connected in the public mind as grape juice is with William Jennings Bryan.

Enough said. The relationship is established.

But as frequently occurs in unions of this kind, as well as in matrimonial adventures, it becomes a subject for considerable argument as to which one is the really important member of the partnership. Does the tail wag the dog, or vice versa? And if so, or if not, which is the tail and which is the dog? As the importance of the candy and soda fountain stores augments and their numbers increase, we can foresee that much ink will be spilled in an attempt to decide the question of whether the candy department is an adjunct to the soda fountain, or the soda fountain is a profitable sideline in a candy store. The proposition is open to argument and the discussion may become as heated as the one about who won the war, and why.

We might take either side of the proposition and present it with more or less fluency, but what is the use of arguing about it when it is a self evident fact that the combination is a money-maker?

## Alliance a Natural One

Whether the soda fountain or the candy department is the important portion of the establishment, the union of the two produces a sort of store which is doing an enormous and profitable business, and which in all probability will continue to do better and better. The alliance of the fountain and candy is a natural one. The two varieties of products naturally group themselves together, and the person who thinks of one of these products will in most cases find his mind travelling to a consideration of the other, automatically and involuntarily.

That the public does connect the soda fountain and candy in this way is proved by the contemplated action of the United Retail Candy Stores, Inc. As told elsewhere in this issue, this company is going to place soda fountains in a number of their candy stores, though their original policy called for the exclusion of the fountains. As a reason for their change, they state that the public seems to feel that there should be soda fountains in the stores.

There is no questioning the fact that a soda fountain is a powerful agency in promoting the sale of candy. If the patrons of fountains are faced by a tempting display of candies while they are consuming their drinks, the chances are that a considerable proportion of them will be moved to invest in the tempting sweets. That seems to be something in the general atmosphere and

surroundings which tends to weaken the normal resistance to buying, possibly because the purchase and consumption of a sweet drink at the fountain arouses a desire for a more lasting enjoyment, represented by candy. Everything, however, depends upon the display. The display of candy should be extremely tempting and attractive in its display, or it may even become repellant, especially if there is any suggestion of a lack of neatness. In this connection it is well to remember that a display of boxes of candy, no matter how beautifully arranged or in what attractive and elaborate boxes it may be placed, does not make the same appeal to the imagination as does a good display of bulk candy. The actual sight of candy has a power of suggestion and an appeal to the illusive sense of desire which cannot be called up by the less direct appeal of the boxes.

## Departments Mutually Helpful

But if the presence of the soda fountain will do much to draw business and increase trade for the candy department, the obligation is by no means all on one side. The candy department does its full share in the way of attracting persons for its partner. Persons coming in to purchase candy full ready victims to the appeal of the fountain. The two departments are mutually helpful without being in any sense competitors, and a store maintaining one without the other is not only lessening the opportunity to introduce or maintain a new and profitable department, but it has at the same time failed to make the most of the department already established. The candy department will be better and do vastly greater business in connection with a soda fountain, than if isolated from its natural ally. The same applies to a lesser extent to the soda fountain without a candy department.

The soda fountain is less dependent upon the candy department and perhaps this gives us a clue as to which of the two is more important in the partnership. If the soda fountain is more independent and gives more help to the candy counter than it receives from that department, it has a rightful claim to being judged as the more important.

## WANTS CONE TAX REPEALED

The history of the ice cream industry and its development in Oakland, Cal., was reviewed recently by F. E. Miller, president of the Miller Creamery Company of Oakland, when he spoke before the Oakland Lions Club at the Hotel Oakland. He urged the Lions club to get behind a movement to have the war tax on ice cream eliminated.

"It is not the ice cream companies who lose by the payment of war tax," he declared, "it is the child who purchases the cones and the consumers of ice cream. The boy that inherits a nickel suddenly finds himself confronted with the big task of raising the required penny before he can invest in an ice cream cone."

The food necessary for the human body that is contained in ice cream, as a result of its being a milk product, makes it one of the most important foods consumed daily, according to Kathryn Miller, daughter of F. E. Miller, who told of the food values in milk and cream.

## In Strawberry Season

The strawberry season is a long one in the United States, with three crops to draw upon, the first from the South, then that from local farms, and last the berries from the North. Strawberries may be used and conserved in so many ways that their popularity is not to be wondered at and is well deserved.

To keep the berries at their best until used, spread them on a large dish or tray, so that the air may pass around them. Pick out any imperfect ones, then put the others in a cool place, but not on ice. Always wash berries before hulling them and do not add sugar until just before serving.

The recipes printed on this page will do a great deal toward adding to the popularity of your luncheonette. It would be a good idea to display the names of these strawberry delicacies so that customers and passersby will see them.

### Strawberry Tarts

Make some pastry tart shells large enough to hold a No. 10 cone of ice cream. Place one on a fancy plate. Put the ice cream on it and pour over all a ladle of crushed strawberries. Sprinkle with chopped walnuts.

### Strawberry Mirror

Have on hand individual moulds of ice cold lemon jelly. Put one on a fancy plate; make a ring of whole strawberries around it. Pour over it a ladle of crushed strawberries and top with a generous ladle of whipped cream.

### Strawberries and Rice

Take a box of fresh strawberries, stem them and wash them thoroughly, then press them through a sieve. Sweeten to taste and add enough cream to form a mixture the consistency of custard. Pour this mixture over boiled rice that has been allowed to cool—each grain, of course, should be separate—and serve at once.

### Strawberry Lemonade

Juice of one lemon, three ounces of strawberry syrup, cracked ice, carbonated water, two ripe strawberries.

## HISTORY OF TAPIOCA

Tapioca is one of the important starch products used as a food, most of it being derived from the variety of cassava known as manihot. The tapioca of commerce is prepared by separation of the starch in the usual way by grinding and washing with water. Before the starch becomes dry, in fact while it still contains its maximum degree of moisture, it is subjected first to a low temperature which is gradually increased until the starch granules are disintegrated or agglutinated into a somewhat firm and gelatinous mass. The heat is then continued at the proper temperature until the water is nearly driven off; much of this starch so prepared being marketed as Brazilian arrowroot. In Florida considerable starch is made from the sweet cassava. In fact, any starch, if moistened and subjected to the process of heating like that described, will result in the production of forms similar to the familiar form of "pearl tapioca."

The cultivation of the plants producing the starch from which tapioca is prepared is extensively carried on in the West Indies, tropical South America, the East Indies and the various islands of the Pacific. In the Netherlands East Indies, according to a communication from Trade Commissioner John A. Fowler to the U. S. Department of Commerce, the cultivation of tapioca is

very largely carried on by natives who sell their product, not wanted for their own consumption, to Chinese millers. The mills are all known to the brokers, exporters, and other buyers in Batavia and Soerabaya and samples of their product are on file with the larger dealers for comparison with lots coming forward for export. Tapioca is sold on the mill mark and the quality is checked by these standard samples.

The Preanger residency of west Java produces the largest quantity of tapioca flour which finds its outlet through Batavia's port. This is almost entirely of native culture and is milled by Chinese. A few very large plantations have been developed in east Java with mills in connection, and the quality of their output excels that of the Preanger mills and of the small Chinese mills in east Java. The principal grade divisions of flour, which is the staple tapioca product, are "prime," "seconds," "thirds," "B 3," and "Kampong."

"Prime" is a white flour with a very distinct grit. "Seconds" is distinctly inferior to "prime" in both color and grit. The larger mills make only these first two grades, lower grades being given or sold to the natives for food. American buyers are interested in the above grades only. "Thirds" is still poorer in color and has none of the grit, which is a test for the good flours. The lowest grade of flour saleable in European markets is "B 3." An embargo has been placed on the export of this grade, but it is said that it has generally been evaded by the smaller mills. These last two grades went to Europe before the war. "Kampong" is the very lowest grade and is sold locally for native consumption.

Each mill's product is valued by the buyers on its past output, and a lowering of grade is noticed at once and reflects on the price offered for future deliveries. The brokerage charge is one-half of 1 per cent from both buyer and seller.

## PROPOSED "PRIVILEGE" TAX

Senator Candler has introduced a bill in the Tennessee Senate which proposes to levy, in addition to the taxes now assessed and levied, under existing laws, certain privilege taxes as follows:

Fifteen per cent upon the manufacturer's price of cereals, beverages and substitutes therefor, to be paid by the manufacturer;

Ten per cent upon the manufacturer's price on unfmented grape juice, ginger ale, carbonated beverages, to be paid by the manufacturer, producer or importer;

Two cents per gallon on natural and mineral waters, to be paid by the producer, bottler or importer;

One cent for each five cents or fraction thereof on sales of soda water, ice cream, etc., to be paid by the owner of fountain or ice cream parlor or other similar place;

Fifteen per cent upon the manufacturer's price of candy to be paid by the manufacturer, producer, importer, or retailer;

Fifteen per cent upon the price of chewing gum, to be paid by the manufacturer, producer, importer, or retailer.

Opposition to the bill is based on the injustice of singling out certain industries or business to bear the tax burden.

Another measure introduced in the Tennessee Legislature would impose a sales tax of one-fourth of one per cent upon the retail sales price of any commodity, which would of course, include not only food, candy, soda water, etc., but every other thing sold at retail, the tax being paid by the retailer.



# Luncheonette Department

Conducted by EMMA GARY WALLACE

## Eggs Are Cheaper—Use Them!

**W**E HAVE GROWN almost resigned to the high price of eggs. When a dozen of the brown or white samples went up to fifty cents, we thought we were paying good money to give more than four cents for one egg. But when they climbed to a dollar a dozen, then we devised ways and means of reducing the number used, or going without altogether. A great many felt that, while eggs were good, nourishing food, at ten cents apiece or more when cooked and served, the value received was not forthcoming.

We do not propose at this time to argue these points. What we do know is that eggs are much cheaper now, and that because of abstemiousness in the months that are past, good, fresh eggs, well-cooked, are welcome once more. It is time now to restore them to a place of honor in the daily diet.

Eggs are an eminently suitable luncheonette dish. Many prefer using more eggs as warm weather comes on, and less meat, and certainly a diet containing a good deal of milk, eggs, fruit, and vegetables, is thoroughly wholesome and helps to get one through the warm weather without suffering from diet indiscretions.

It is the time of year to put eggs down in water-glass for next winter's use, for properly preserved eggs are perfectly satisfactory to cook with, and for such purposes as omelets, scrambled eggs, or creamed dishes.

The writer has already put down a number of dozen at twenty-five cents a dozen, and while this price may vary in different parts of the country, eggs are as cheap as they are likely to be this season, for the yield is the heaviest right now.

A good quality of water-glass should be procured and the directions on the label carefully followed as to dilution, which is usually one part of water-glass to eight or nine of water. The water should have been thoroughly sterilized by boiling ten or fifteen minutes. Then it should be allowed to cool until lukewarm and mixed with the water-glass and allowed to get stone cold before the eggs are put in.

Do not put more than nineteen or twenty dozen in a jar, or better still, twelve or fifteen dozen, or the weight of the top eggs will be apt to crack the under ones. See that the top ones are under the liquid, by inverting a plate over them. Put down as many as you think you will need, and forget them until prices begin to soar again. In the meantime, use fresh eggs freely in your luncheonette service.

Here are some ways of cooking and serving eggs at the luncheonette:

### Grilled Eggs

Heat a pancake griddle which has been thoroughly cleaned. Grease it slightly but just enough so the eggs will not stick. Set muffin rings on the griddle. These should be the kind without the perforated bottom. Drop an egg into each. As soon as set, turn. Serve on a hot plate and garnish with a curl of bacon to an egg. These are very delicate.

### Creamed Eggs

Hard boil a number of eggs. Prepare a white sauce of milk, butter and flour. Season with salt and paprika. Cut the eggs lengthways in quarters. Allow two eggs to a person and two-thirds of a cupful of white sauce. Heat the sauce very hot, drop in the eggs. Heat through thoroughly. Serve upon rounds of buttered toast.

### White Sauce

1 ounce butter      1 cup milk  
1 ounce flour      Salt and pepper to taste  
Melt the butter in a sauce pan. Stir the flour into this when it is hot. Stir until smooth. Add little by little one cup of milk, the salt and pepper. Cook until thick and smooth.

### Egg Curry

Hard boil eggs ten minutes. Drop a moment into water. peel, and take a little piece off the end so they will stand up. Serve two eggs to a person. Place on a small, individual platter. Have ready a hot curry sauce made by taking white sauce and blending with the flour, one-half teaspoonful of curry powder and a dash of paprika. Pour several tablespoonfuls of this curry sauce about the eggs. Thrust a little piece of parsley into the top of each egg. Cut into strips the ends which have been snipped off and lay in crosses as a garnish.

### Rice Omelet

Three eggs will serve two people. To this number allow one cup of milk, one cup of cold boiled rice, and a half a teaspoonful of salt. Stir the rice into the milk and heat with one tablespoonful of butter. Season with salt and pepper. Lastly add the egg yolks well beaten, and then fold in the whites, stiffly beaten. Melt another tablespoonful of butter, or this one may be butter substitute, in a frying pan. Turn in the rice mixture. Let it brown and set slowly. Put in the oven to dry for a few minutes. Fold. Serve on a hot platter, and garnish with parsley.

### Corn Omelet

To one pint can of corn, allow four eggs, half a teaspoonful of salt, a dash of red pepper, and a teaspoonful of butter. Beat the yolks and whites separately. Blend the yolks and seasoning with the corn. Fold in the whites. Melt a tablespoonful of butter substitute in an omelet pan. Pour in the omelet mixture, cook, fold, and serve.

### Oyster Omelet

Take four eggs, one dozen cleaned, minced oysters, six tablespoonfuls of milk, three teaspoonfuls of cracker dust, a pinch of baking powder, salt and paprika. Beat the eggs separately and blend with the other ingredients. Melt a tablespoonful of butter substitute in the omelet pan. Cook as before, fold and garnish with eut lemon.

### Creole Omelet

Prepare a plain omelet. Have ready a creole sauce made as follows:

Take one pint of stewed tomatoes (fresh or canned) one chopped, green pepper, one tablespoonful of flour, one tablespoonful of minced onion, one tablespoonful of butter. Melt the butter and cook with the flour. Stir in the hot tomato, the onion, salt and pepper to taste. Simmer for twenty minutes. Serve a couple of tablespoonfuls of this around each omelet. Garnish with parsley.

### Crumb Omelet

Prepare as for plain omelet, only for each egg allow a rounding tablespoonful of fine, grated bread crumbs. Add one-half teaspoonful of chopped, green parsley and a half teaspoonful of chopped onion. Garnish with parsley and one small, boiled onion.

### Chicken Omelet

Prepare as for plain omelet. Have ready some minced chicken, or if preferred, finger-length slices of white meat. Use this as a filling for plain omelet. Fold. Dress with cream sauce in which there are several finger-length pieces of white or mixed dark and white meat.

### Nippon Eggs

Hard boil half a dozen eggs. Take a pint of white sauce. Season with a teaspoonful of onion juice, salt and paprika, and a tablespoonful of minced parsley. Set aside. Cut the eggs in halves lengthwise. Remove the yolks and mash with one sardine to an egg yolk and a teaspoonful of the sardine oil to an egg. Season with salt and a few drops of lemon juice. Return to the cavity rounding up. Have ready boiled rice. Make a mound of boiled rice and put a dent in the top. Into this dent fit two egg halves. Dress with the flavored cream sauce. Garnish with a radish, and serve.

### Military Eggs

Hard boil six eggs. Chop and mix with one cup of white sauce. Season with celery salt and paprika. Serve on rounds of buttered toast. Garnish with parsley.

### Golden Glow

Poach six eggs. Have ready one cup of white sauce. Add one cup of grated cheese, one-half teaspoonful of salt, one-quarter teaspoonful of mustard, and a dash of paprika. Put the poached eggs on a platter and when the cheese is melted, pour the dressing around them but not over the tops. If you wish, you can put the eggs upon small rounds of buttered toast.

### Egg Boxes

Take cold baking powder biscuits of generous size and thickness. With a biscuit cutter of slightly smaller size, cut out a well from each biscuit. Break an egg into each well. Put a piece of butter on top of each egg and a tablespoonful of milk. Sprinkle with salt and pepper. Place in a hot oven and bake until the white is set.

Some cooks like to have at hand an aluminum salt shaker (one of the cheap, handled kinds) filled with a mixture of milk and butter. This can be kept hot on the stove, and from time to time biscuits and eggs are sprinkled with this. This prevents the biscuit from becoming hard and too crisp.

### Kedgaree

Soak one cup of codfish in cold water for half an hour. Drain. Cover with fresh cold water and bring

to the boiling point. Mix with one cup of boiled rice and season with a teaspoonful of minced onion and a dash of paprika. Have ready four well-beaten eggs. (Do not separate.) Mix two tablespoonfuls of milk with the beaten eggs and then slowly turn rice and fish mixture into the eggs. Blend by brisk beating. Return to the fire and cook a minute. Serve at once.

### Mexican Eggs

Put two tablespoonfuls of cooking oil into a frying pan. Add six very thin slices of onion, or more, according to size. Brown lightly. Add one cup of cooked mushrooms, one pint of cooked tomatoes, one-half cup of chopped, cold, cooked tongue, two teaspoonfuls of red pepper, and five eggs unbeaten. Stir until the eggs are set. Serve at once. This can be served with rice or mashed potato.

### Dandelion Eggs

Hard boil six eggs. Prepare slices of buttered toast. Put on a hot platter or side dish. Cover with a dressing of white sauce. Remove the yolks from the eggs. Allow two eggs to a slice of bread unless the slices are small. In that case, one egg to a slice will be sufficient. With a sharp knife, trim the egg whites into rings, or if you prefer, chop the egg whites and scatter thickly over the toast. Put the egg yolks into a ricer and let the ricied yolks fall upon the toast. Have ready some melted butter in an aluminum salt shaker. Sprinkle the dandelion eggs lightly with butter, then with a light dust of paprika. Serve at once.

## NO FUEL BILLS WITH THIS STOVE

**Dr. Abbot, of Smithsonian Institution Tells of Experiments With New Apparatus Which Derives Heat Directly From Sun's Rays—Will Cook Almost Anything**

The luncheonette proprietor who opens his monthly gas or coal bill with an inward groan of despair may find a gleam of hope in a recent report from Washington of a new invention which utilizes the heat of the sun to provide a cooking stove which can be run on nothing a day, the full 24 hours 'round.

The advantages of the old Sol cook stove were recently explained at Washington to the National Academy of Sciences by Dr. C. G. Abbot of the Smithsonian Institution. The device is as yet a luxury, Dr. Abbot admitted, but added that Mrs. Abbot had done everything but fry on the solar cook stove at Mount Wilson, Calif. He displayed a can of beans, saying they were solar-cook-stove-canned, looked good and "tasted better."

The apparatus, Dr. Abbot said, was a "concave, parabolic, cylindric reflector" through which ran a tube of ordinary cylinder oil to absorb heat from the reflector and apply it to the cooking compartment, insulation retaining heat in the oil overnight. Cooking temperatures were automatically regulated by a float device, he said, while a simple clock-work mechanism kept the reflectors pointed to the sun.

## BOSTON TO ENFORCE CLEANLINESS

Sterilization of everything used in serving food, sodas, ice cream and other beverages will be enforced by the Boston health department, it was announced recently, following a hearing on adoption of a new ordinance to this effect. The penalty for violation will mean a fine up to \$100.

The new order states that dishes, knives, forks or other utensils used in serving food must be cleansed and sterilized with boiling water or otherwise sterilized each time they are used. Napkins are also included in the ordinance.

### Some Luncheonette Pointers

Potato salad is at its best when made of freshly boiled potatoes especially cooked for this purpose. While they are still hot, they should be diced or sliced, and the dressing mixed with them. The seasoning will strike through much better at this time than afterwards.

When potatoes turn dark in the cooking, as they sometimes do at this time of year, a simple remedy is to add a tablespoonful of milk to the boiling water for each two quarts of potatoes and water. The result will be white, fluffy tubers especially if salt is used in the proportion of a teaspoonful to a tablespoonful of milk.

Coffee is seldom met at its best at either soda fountain or luncheonette. All too often there is a raw, bitter, rank, or muddy taste. This may be due to several causes. Possibly the container has not been thoroughly cleaned every day. The coffee percolator or urn will soon accumulate a deposit which will spoil the flavor of the fresh coffee if not removed.

Use a good grade of freshly ground coffee, and prepare it by the percolator or drip method. Make fresh coffee at least four times daily. Left-over coffee can be set aside and used in making coffee gelatine, coffee cake, dark molasses cakes, and spice cookies. Serve cream with coffee, and let the customer gauge the amount he wishes.

One luncheonette has built up an immense business upon old-fashioned fried cakes. These are made fresh every morning by a skilled cook who does it in her own kitchen. The luncheonette proprietor not only serves these doughnuts himself, but retails them to home trade. However, he requires orders to be placed a day in advance, and in this way he can give the doughnut maker an accurate idea every day of how many to prepare. His doughnuts have proved a big business builder.

One prime necessity about the luncheonette is an abundance of very hot water, and plenty of clean towels. This will help keep everything sanitary and wholesome. It is impossible to keep things clean with a limited supply of lukewarm water and a few damp old towels. Supply working equipment and then require it to be used.

One luncheonette features handing change to each customer on a small silver plate in place of laying it on the table or counter. It is a little thing but it counts.

Eggs are cheaper now than they were a couple of months ago, and the thrifty luncheonette proprietor will be on the lookout for the time when they touch the *lowest probable market point*. He will have arrangements made *well in advance*, with some dealer who will furnish a supply which is strictly fresh—not over twenty-four hours old. These will be put down in water glass for general use for the next year. The writer effected a saving of fifty cents a dozen on eggs used in cooking, baking, salads, sauces, and creams during the time when eggs were at their highest, and a proportionate saving as they went up and down the scale.

Feature fresh fruits which are in season, and at their best.

Avoid in your luncheonette things which have the least appearance of being mussy or having stood ready to serve for some time. Be fair enough to walk into your store and view it through the eyes of a stranger. What is there about it that attracts, and actually sells the goods?

What is there which would be inclined to prejudice a dainty woman or a man used to good food and pleasant surroundings?

Are you stressing, as you should, the nutritive value of ice cream?

If some of the cups become stained with tea or coffee, try rubbing vigorously with salt on a damp cloth.

As long as you are serving light luncheons, consider whether there is an opportunity for boxed luncheons. While foods and service are still high a very large number of students and office workers are taking their own lunch with them. A simple box lunch prepared with a different menu every day has proved a business winner in some localities.

These box lunches are sold on two plans. One is to have them prepared ready for those who come in to buy them, and the other is only to prepare the lunch according to orders given in advance for the day or the week.

### SUCCESSFUL CABBAGE SALAD

Although Easy to Make, It Is Often of Poor Quality—Here is a Recipe For a Salad and Dressing of the Highest Standard

Cabbage salad is of such varying quality that patrons are often afraid to order for fear that they will get one of the tasteless masses so often served under that name. Yet cabbage salad of first quality is easily made. First of all, select solid, hard heads of cabbage. Loose ones, which are made up mostly of holes and spaces between the leaves, will not make good salad. A firm, heavy, compact head is necessary. Remove the outer leaves and separate the inner portions. Drop into ice water and let stand in a cool place for an hour. This will make the cabbage crisp and toothsome.

Next cut away the hard center and sprinkle the cabbage with salt, after placing it in a chopping bowl. Either chop or shred. To chop, one needs a wooden bowl, and a sharp chopping knife; shredding calls for a cutting board and a sharp butcher knife. In this case, the cabbage will only have been cut into quarters. Hold each quarter and cut down just as thinly as possible. It will give cabbage a different taste, if it is salted as it is chopped.

Now have ready a salad dressing which is ice cold. For this sort of a salad a boiled dressing is cheaper and satisfactory. Here is a rule for a considerable quantity. You can put it in pint cans in cold storage and it will keep well:

6 whole eggs	2 level teaspoonfuls salt
7 rounding tablespoonfuls flour	3 level teaspoonfuls mustard
1½ pints or 3 cups water	1 cup strong vinegar
½ teaspoonful black pepper	6 egg yolks
A dash of red pepper	1 pint olive oil
	2 tablespoonfuls sugar

Break the whole eggs and beat them thoroughly. Blend the mustard, the flour, salt, pepper, and sugar. Put the vinegar and water on to boil. Mix the eggs and the dry materials together, rubbing until perfectly smooth. Pour the boiling hot vinegar and water over this very slowly, stirring so that it will not lump. Return to the fire and cook until smooth and like thick, heavy cream. This will take at least twenty minutes, and the mass should be stirred and beaten frequently.

Now beat the six egg yolks and add the olive oil little by little, making a mayonnaise mixture. This should be smooth and rich. When the cooked dressing is stone cold, add the mayonnaise mass and blend perfectly.

This can be used for many kinds of salads. It will answer admirably for chicken salad, lobster salad, potato salad, and vegetable salads.

If used with cabbage salad, enough of this can be taken out into a bowl and blended with a little more sugar and from a third to a quarter of its own bulk of either whipped sweet cream or unwhipped sour cream. Taste the dressing, which should be of a most agreeable flavor, with the right degree of saltiness, and a zesty nip from its content of pepper. Have ready a minced onion. Blend with the chopped or shredded cabbage, moisten with the prepared dressing, using enough of this to make it of proper consistency. Sprinkle the top of the salad with a very little chopped green pepper, and a generous dusting of paprika. It will look good and it will taste good.

If you wish to make it a less expensive salad dressing, you can use one of the cooking oils on the market, or peanut oil, in place of olive oil.

### BRAZIL AFTER COFFEE TRADE

Brazilian coffee interests have lately shown great concern over the relative position which Brazil now holds in the coffee trade of the United States as compared with the country's former position in that market, and they are now planning a campaign to restore Brazil to its former place, which has been threatened by the growing importations of Caribbean coffee into the United States. In this connection Senhor Sebastiao Sampaio, the Brazilian commercial attaché to the United States, recently delivered an address in Sao Paulo, Brazil, before the Sociedade Rural Brasileira on the importance of the United States as a market for Brazilian coffee and the means of stimulating the increased consumption of coffee in America. The speaker emphasized the need for active cooperation between the organizations in both countries which are interested in the promotion of the coffee trade and urged several measures for the furthering of the coffee interests. Among the latter proposals are the following:

The stimulation of European immigration to relieve the serious shortage of labor in the coffee districts.

The stabilization of coffee prices by a working agreement between New York and New Orleans on the one hand and Sao Paulo and Santos on the other.

The exchange of visits by prominent coffee interests of the two countries.

The following means for stimulating the drinking of coffee in the United States have been put into effect already:

Advertisements in prominent magazines and newspapers; institution of the national coffee week; publications of the scientific investigation service, showing the harmlessness of coffee drinking; reply to anti-coffee propaganda; and encouragement of coffee drinking as a substitute for alcoholic drinks.

### TROPICAL PRODUCTS FROM CANADA

Those without its borders who look on Canada as a land of snow banks and wild country can take it from Dr. Tolmie, Federal Minister of Agriculture, it is nothing of the sort.

Tea and olives are now being successfully grown on Vancouver Island and a good fig crop is expected this year, the Minister said recently at a meeting of local horticulturalists. Filbert and almond trees are in full bloom and the bamboo crop is large enough to harvest for baskets and fishing poles.

Dr. Tolmie believes it will only be a matter of time until Canada is able to buy its roses from Pacific coast towns within its borders instead of importing stock trees from Great Britain, Ireland and other countries.

## Sauces to Please the Epicure

### Bread Sauce

Five tablespoonfuls of melted butter mixed with one cup and a quarter of dry, fine bread crumbs. Turn over this one pint of milk. Season with a crushed bay leaf, four whole cloves, a tablespoonful of minced parsley, a teaspoonful of salt, half a teaspoonful of pepper, and a bit of mace. Cook thirty minutes and serve.

### Browned Bread Sauce

Make exactly as already directed, tossing the bread crumbs and butter in a sauce pan until sautéed to a golden brown.

### Chestnut Sauce

To one pint of white sauce, preferably made with meat stock, add one cup of cooked, mashed chestnuts. Heat thoroughly and serve.

### Lobster Sauce

To a portion of white sauce add half a tablespoonful of lemon juice, one cup of chopped, boiled lobster meat, a little of the dried, pounded lobster coral, and a dash of paprika.

### Lobster Hollandaise

To a portion of hollandaise sauce add a little nutmeg, a cup of chopped lobster meat, and some of the dried, pounded coral.

### Ripe Olive Sauce

Brown a teaspoonful of minced onion with the butter used in a brown sauce recipe, and proceed as you would otherwise in making brown sauce, using the brown meat stock. Have ready the chopped meat from a dozen and a half ripe olives. Cover with boiling water and cook five minutes. Drain and add to the sauce. If more olives are relished, use two dozen.

### Green Olive Sauce

Make a brown sauce with onion and add a half a cup of stoned, chopped, green olives which have been scalded in hot water for ten minutes.

### Oyster Sauce

Drain the liquor from a pint of oysters. Let settle and turn off carefully so as to get none of the sand. Add to this equal parts of milk and hot water, sufficient to make a pint. Blend three tablespoonfuls of butter with four tablespoonfuls of flour. Add the hot milk, water, and oyster liquor. Cook until smooth. Season with a half teaspoonful of salt and a few grains of Cayenne. Remove the tough muscles from the oysters. Drop into the hot sauce and cook until the valves curl.

### Oyster Sauce No. 2.

Make a portion of white sauce. Prepare one pint of oysters by removing the tough muscles. Let the oyster liquor settle. Turn off the clear portion into the white sauce. When hot, add the prepared oysters. Cook and serve at once.

### Pepper Sauce

To a portion of brown sauce prepared with chopped onion, add three tablespoonfuls of chopped, green pepper and a teaspoonful of chopped parsley. Simmer for half an hour.

**Shrimp Sauce**

Have ready one portion of hot white sauce. Beat two egg yolks slightly. Pour the hot sauce over this and cook over boiling water for five minutes. Now add one cup of flaked shrimp.

**Tartare Sauce**

Prepare a pint of mayonnaise dressing in the usual manner. To this add two tablespoonfuls each of finely chopped parsley, finely chopped green olives, finely chopped sweet gherkin pickle, and one teaspoonful of finely chopped chives.

**Soubise Sauce**

To a portion of hollandaise sauce, add a cup of finely cooked, minced onion.

**Vinaigrette Sauce**

Two-thirds of a cup of olive oil; two tablespoonfuls each of chopped, sweet gherkins, chopped green pepper, and chopped parsley. Mix. Season a half a cup of vinegar with a few grains of Cayenne, two teaspoonfuls of salt, and a little paprika. Add the seasoned vinegar slowly. Set on the ice and serve very cold.

**Mint Sauce**

Wash one good-sized bunch of mint. Bruise and chop with two tablespoonfuls of sugar, one tablespoonful of strained lemon juice, one cup of vinegar. Put over the fire in a sauce pan and bring to the boiling point. Serve either hot or cold.

**White Mushroom Sauce**

Prepare one portion of white sauce. Blend with this one cup of cooked mushrooms, one tablespoonful of mushroom catsup, one tablespoonful butter, one tablespoonful Worcestershire sauce, and one tablespoonful of lemon juice.

**Brown Mushroom Sauce**

One portion of brown sauce, once cup of canned mushrooms sautéed in a tablespoonful of butter, one well-beaten egg yolk, one teaspoonful of savory herbs or kitchen bouquet, half a teaspoonful of salt, quarter of a teaspoonful of pepper, and a few grains of Cayenne.

Any of these recipes may be multiplied by two, three, four, or more as desired.

**MARKETING OF SMYRNA FIGS****Three Qualities of Edible Fruit Recognized, of Which Britain and America Take Largest Share—Waste Is Used In Distilleries or as Substitute for Coffee**

The Levant Trade Review of Constantinople, in a recent issue, published the following regarding the fig industry of Smyrna district. The article is from a report made by a firm established in Smyrna which makes a specialty of exporting figs:

Figs are one of the principal resources of the district about Smyrna and contribute much to the maintenance of a large population.

The average annual harvest is 80,000 to 100,000 loads of 160 okes each, making a total of about 20,000 tons. In 1920 the yield was especially large and quite above the average.

The figs require a considerable amount of labor in preparation for exportation and the retail market abroad.

The figs are dried, and in the process of drying the better quality are manipulated, pulled, and extended by veritable armies of workers, men and women, who begin work at dawn and often prolong it (at double pay) far into the night.

In the sorting of the figs the following classification results: Twenty per cent is of the first grade, Suzini; 4 per cent is of the second grade, Elemi; 40 per cent consists of a mixture of Elemis and naturals.

The districts of Erbeyli and Inovassi produce the best fruit, which is quoted highest on the market. These are about 20 per cent of the total yield.

American and British markets are the best clients for the product, and it may be said that these two markets now divide almost the entire yield between them. Very little goes to any other country. Before the war the central nations of Europe also took a large share of the yield.

Figs are forwarded in boxes holding from one-half to 20 kilos, in which they are packed most carefully; some are also exported in bulk in sacks, generally threaded into a string cluster. Before the war 80 per cent of the figs was exported in boxes and the rest in sacks. But the war has had an effect even on the method of shipping the figs, and now only about 20 per cent is shipped in boxes and 80 per cent in bulk in sacks.

The poorer quality figs or the waste is called hordas, and there is a large exportation of this product, because the low price makes them available for distilleries. The hordas are shipped to central Europe almost exclusively via Trieste. Besides their use in the distilleries, the hordas are roasted and used instead of coffee. Exportation of hordas is in bulk, in sacks.

It may readily be seen that the cultivation of the fig plays an especially important part in the economic life of the district of Smyrna.

Up to the 1st of December, 1920, about 18,000 tons of figs had arrived at the Smyrna market, against 10,000 in 1919; this leaves about 5,500 tons in stock, of which not quite the half is in Smyrna. The greater part is of the inferior quality, which will doubtless be used for distilleries or for the pseudo coffee in the markets of Europe.

Price of figs has been influenced by the exchange fluctuation, and in two months the price in foreign equivalent has been reduced 15 per cent or more.

**CEREAL CANDY BUSINESS IN SPOKANE**

An interesting chapter in the development of the cereal candy business in Spokane, Wash., has just been concluded. Nearly two years ago a local inventor with the cooperation of a veteran confectioner introduced a cereal candy product in Spokane that was a success. They cooked wheat grains, passed the softened kernels through machinery that turned out crisp, flaky sheets, which in turn were coated with candy or chocolate. A variation was a salted product which tasted like salted pecans. Nickel sacks were put on the Spokane market and went well. The outlook was attractive and eastern people became so interested that a deal was closed to manufacture on a national basis. Some money was produced as an evidence of good faith, and an extensive corporation in Delaware was projected. These preliminaries lasted into the deflation period and the eastern company failed to finance itself. More time was devoted to untangling the corporate arrangements entered into and the Spokane people find themselves back where they started with the difference that improved apparatus has been devised in the interim. Now the Spokane people behind the product plan to relaunch it on the market and to build up from a local plant.

**OPEN CANADIAN BRANCH**

The Smith Junior Company of Rochester, N. Y., manufacturers of concentrated syrups and soft drinks, are establishing a Canadian branch and have taken over part of the old Custom House building at Cobourg, Ont., which will be fitted up for their purposes.

## HIGH COST OF GRAPE JUICE EXPLAINED

### 10 Per Cent Manufacturers' and 10 Per Cent Luxury Tax Make Levy of \$49 a Ton of Grapes—Danger Seen For Eastern Growers

When a customer walks into a soda store and asks for a glass of grape juice he is always surprised and frequently irritated at the high price he has to pay for a small glass of the beverage. He, like a great many "home-brewers," expected that, with the loss of the demand for wine-grapes, the grower would be hard put to it to get rid of his product, to the benefit of the grape-juice manufacturers and the ultimate consumer. Such has not been the case, as everybody knows. Instead, the price of grapes last fall soared to unprecedented figures. Amateur brewers were in some measure responsible for this state of affairs, but the real cause of the situation, explains William Harper Dean in the "Country Gentleman," is that there is a tax of approximately \$49 a ton on grapes. He says that he has made an investigation and that unless a very curious bit of legislation is repealed by Congress the grape growers of New York, Michigan and Ohio are in for heavy losses in the near future.

By some peculiar process of reasoning grape juice is taxed 10 per cent on the finished product and then 10 per cent more at the fountain, when it is retailed. The original tax is levied on the raw grapes as the manufacturer buys them from the grower, plus the labor cost of manufacturing, plus the cost of boxes, labels and cases, plus the cost of prepaid freight, if there is any of the latter. This means that every ton of Concord grapes sold to manufacturers by growers carries a tax of something like \$32.50, to which, later on, the luxury tax is added.

#### Figures Accurate and Conservative

Mr. Dean explains that these figures are accurate and conservative. They were compiled by grape growers in conjunction with grape juice manufacturers in the Chautauqua-Erie belt and were given to him by D. K. Falvey, of Westfield, N. Y., one of the foremost growers in the belt.

In elaborating these figures the grower told Mr. Dean: "We figure on a ton of grapes yielding 170 gallons of juice. The tax of 10 per cent means a tax of 19 cents a gallon to the manufacturer, or \$32.50 a ton on the grapes. Then there is that 10 per cent tax paid at the fountain when the juice is retailed. This brings up a total tax of nearly forty-nine dollars cash against a ton of our grapes."

"In 1920 grapes sold as high as \$140 a ton. Add the tax to this and they cost the juice men \$189 a ton—more than one dollar a gallon for the juice before they take any profit. How long can we growers stand up against this sort of thing?"

Asked if the tax is not absorbed by the consumer when he buys his drink at the fountain, he replied:

#### Consumer Beginning to Balk

"It certainly is. He must pay fifteen cents for a little four-ounce bottle of grape juice which about half fills an ordinary table glass. That's where the trouble starts. People are not going to pay this price for grape juice when they can buy cheaper stuff over the same fountain bar. They're beginning to hedge already. I have it pretty straight that wholesalers and retailers have cancelled orders for hundreds of thousands of cases of juice as a result of this high price."

"Whenever the demand for juice begins to slow up we will suffer. If the tax isn't modified we're going to lose a good part of the market we have built up with the juice men. In 1920 the grape-juice plants stood up in the buying season and took their medicine as long as they could stand it. Then when their business judgment re-

belled against the mounting prices for grapes, they appealed to our shipping association to relieve them of some of their contracts with growers. We did this gladly. We took over about 15 per cent of their contracts and shipped the cars out of those buyers who are operating under that ruling of the Internal Revenue Bureau. But the market is a mushroom—it can't last. Our only safe bet is to stand by the grape-juice industry."

Mr. Dean says that the grape-juice manufacturers have had little enough to say about this state of affairs. They apparently have realized that they need say nothing. So they have kept quiet while the growers themselves have appealed to Congress for a modification of this levy. The effect of this has been the passage of a bill in the House abolishing this tax schedule and substituting a straight tax of two cents a gallon on the juice. Juice men and growers alike are perfectly satisfied with this arrangement. Whether this bill will get through the Senate remains to be seen.

## FRUIT SHIPMENTS BY WATER

### Department of Agriculture Finds Lemons And Oranges Can Be Brought East Without Damage By Way of The Panama Canal

Twenty-five carloads of lemons that had traveled from California by boat by way of the Panama Canal were recently successfully marketed in New York City. Citrus fruits are usually shipped from California to eastern markets by rail. Many studies of rail shipments have been made by specialists of the United States Department of Agriculture, and refrigerator and heater cars have been designed to facilitate this form of transportation. Investigations of the possibilities of shipping fruits by water, both across the Atlantic and through the Canal, are also being made. This recent shipment was the second to be studied by representatives of the department. In addition to the fruit marketed in New York the shipment included a car of oranges and five carloads of lemons which were sold in Philadelphia.

The initial shipment of citrus fruit from California by the water route was made in January, and was accompanied by a representative of the department. The cargo in this case was loaded at San Pedro, Calif., and sent to Philadelphia and Baltimore, where it arrived in a highly satisfactory condition. A prejudice exists against cold-storage lemons, so this fruit is usually transported under ventilation without refrigeration. Carrying lemons through the heat of the Canal Zone without refrigeration constitutes a severe test. This, combined with the fact that the trip lasted 22 days, gave ample opportunity to study the limitations and possibilities of the water route. Conclusions indicate that it may be possible to transport lemons by this method, but that refrigeration will be desirable for the proper shipment of oranges.

## NEW FRUIT EXCHANGE MANAGER

The board of directors of the California Fruit Growers Exchange has appointed Paul S. Armstrong to the position of advertising manager, to succeed Don Francisco, whose resignation has already become effective.

Armstrong has been assistant to Francisco and manager of the dealer service department of the Exchange for the past four years. The unanimous vote by the directors in placing Armstrong at the head of the department followed the recommendation of General Manager G. Harold Powell.

Mr. Francisco has resigned his position to become co-manager on the Pacific Coast for the Lord and Thomas Advertising Agency.

# Ice Cream Department

Conducted by ALFRED C. FRASER

## Another Boost for Ice Cream

New York State College of Agriculture Praises Food Value, and Newspaper Does the Rest—The Best in Advertising

**A**LL THOSE who earn a livelihood through the manufacture and sale of ice cream in large or small quantities are fortunate in having hitched their wagons to a star of the first magnitude. There is perhaps no product sold today which needs less pushing on the part of the vendor. Luckily the public, the medical profession, and even the state and federal governments, through the agency of health officials, have combined to do the advertising for them.

In this connection we reprint below an article from the Oakland, Cal., Enquirer which speaks for itself. This sort of boosting for ice cream is the best there is, and we offer the suggestion that ice cream dealers call the article to the attention of their local papers.

We have heard invariably that Ice Cream is a luxury, a delicacy, a delicious substance which is cooling on warm summer days; in other words something which is tasty and an "unessential."

But, did it ever occur to you that ice cream is a FOOD, a real food which abounds in nutritive values? Do you know that physicians recommend ice cream for a convalescent person or to the sick in preference to all other foods? Why? Because the ingredients of this highly recognized food are known among the medical profession to contain more nourishment, perhaps, than any other eatable substance which can be consumed by the patient and not precipitate injury to the stomach or weaken his condition.

Consider for a moment the essential articles of food which make ice cream, then it is easy to comprehend its paramount nutritive values. First, the highest grade of milk, the richest cream the cow produces, sugar, fresh fruit and eggs—what concoction could make a more valuable bit of nourishment?

It's boiled, it's frozen and placed before you as a product of recognized value in the medical world.

Here's what the New York State College of Agriculture says:

### Ice Cream Real Food

"Ice cream is a real food and not a delicacy only. One quart of ice cream, of required standard, on an energy basis equals 8.75 pounds of strawberries, 5.11 pounds of bananas, 6.96 pounds of apples, 1½ pounds round steak and 1½ dozen eggs. Give the children plenty of pure ice cream, advises the college. As a dessert its cost is no greater than pie and cake, and furnishes more nourishment."

Essentially, ice cream is an American institution. What magic words they are to Young America! What visions of extreme delight hover over a dish of melting cream with bits of fresh fruit oozing from all directions of the miniature food pyramid.

In far-off Nippon, China, the Straits Settlements, Sumatra, and Siam, ice cream is practically an unknown cognomen. The people of these distant lands eat four or five times as much leafy portions of plants as we do, and they do not drink milk. Not a single nation that has restricted itself to such a diet has ever come to the forefront of human achievement in any field of endeavor. What are they who eke out such a meagre existence? Why, distinctly undersized, short-lived and emaciated-looking races.

And, moreover, their infant mortality is excessively high compared with what you may find in the worst districts of the United States.

Consider the modern conditions under which ice cream is made for you. The big cream makers know that the American people respect and demand cleanliness above everything else. From the time the rich cream is brought from the dairies to the plants until it is packed in the huge cans, iced and dispatched on big wagons to various parts of the city and to outlying sections of the State, the highest standards of efficiency, cleanliness and purity are exercised.

### Romance In Its History

Ice cream has romance in its making and its history. In the olden days ice cream made in the homes was rich in fat content, but lacked the more essential protein. When it stuck to the roof of the mouth what it must have done to the digestive organs! Years ago ice cream was eaten only at long intervals of time, giving the abused system a chance to buck up before deluged with another avalanche of the sticky mess.

Today, one may eat all of the ice cream he or she desires without fear of harm to the digestive organs or impairment of health.

Oakland ice cream has a high standing on the Pacific Coast. This is easily seen when it is remembered that the milk produced in the East Bay district is considered by State authorities to be the finest, richest with protein and nutritive values of any in the Golden West.

This remarkable and flattering fact was brought out at a recent investigation and test made in Oakland by state officials whose word is final.

The popularity of ice cream is growing so rapidly in the United States that it is gradually taking the place of confection in which class it formerly was classified until the American people finally realized its super-food values.

The ice cream manufacturer of today is not engaged in an unessential industry, as it was believed he was, but he is a vital food maker and a man who plays a big part in American life.

## ICE CREAM WAR AT OAKLAND, CAL.

National and Miller Companies Slash Prices Despite Efforts of Association—Federal Trade Commission To Hold Investigation

(Special to THE SODA FOUNTAIN)

San Francisco, Cal., April 29.—A bitter ice cream war is being waged at Oakland, Cal., with the National Ice Cream Company on one side and the Miller Ice Cream Company on the other. Wholesale prices on ice cream have been cut to ninety cents a gallon and so much publicity has been given the fight through the medium of the press that various housewives' leagues and organizations of consumers are investigating the matter and are making demands that prices at retail be lowered to meet conditions. The price war has also attracted the attention of the federal trade commission and it is announced that an investigation is under way.

F. E. Miller, president of the Miller Ice Cream Company, declares that the Fiesta Ice Cream Company, a new concern which is cutting prices, has the backing of the National Company and that an effort is being made to put independent interests out of the running. The National Ice Cream Company was recently reorganized and dealers were given an opportunity to acquire stock. The Fiesta Ice Cream Company is fitting up a model factory and has placed new trucks in the field to cover the entire east-bay suburban district.

President John Dunn, of the Northwest Ice Cream Manufacturers' Association, with offices at Portland, Ore., has written letters deploring the situation and urging a cessation of methods which are held to be economically suicidal to those interested in the industry. Strong pressure is being brought to bear by the California association, but to no avail.

## ICE CREAM BELOW STANDARD

Public Health Official Reports Low Grade of Product In New Orleans and Recommends Drastic Measure To Effect Improvement

A preliminary survey of conditions in the ice cream industry of New Orleans is such as to show that the city is getting cream far below the standards established by ordinance. Dr. John Callan, superintendent of public health, reported to the City Board of Health recently.

Milk vendors are showing an improvement in so far as added water is concerned, Dr. Callan said in his report, but the frequent offenses of low standard make it necessary for the board to take drastic measures to improve the grade of cream and ice cream sold throughout the city.

Dr. Callan reported the appointment of Miss Alma Baum as food inspector for educational work in the confectioneries and restaurants. The hand pollution of food by careless and ignorant waiters made some move in this direction necessary, Dr. Callan said.

## PRAISES MISSISSIPPI CREAMERY

(Special to THE SODA FOUNTAIN)

P. C. Cromer, of Jackson, state creamery and dairy inspector for Mississippi, has just completed an inspection of the plant of the Columbus Ice Cream & Creamery Co., and reports that this city has one of the finest creameries in the South. Mr. Cromer's official test of the ice cream product of the Columbus plant shows a percentage of 11½ per cent butter fat, a test which is 3½ points higher than the state sanitary laws require.

Development of the creamery in Columbus has been a factor in the expansion of the dairy and livestock industry in this section, which is naturally adapted to the industry, because of the fine lands here for the raising of hay and the favorable climatic conditions.

## RETURN TO 12 PER CENT STANDARD

North Dakota, Permitting 10 and 8 Per Cent Butter Fats In Ice Cream During War, Announces Resumption of 12 and 10 Per Cent Requirements for Manufacturers

After June 1, 1921, consumers may demand and manufacturers and dealers must supply more milk fat in the products sold as ice cream in North Dakota. During the war, because of a shortage of dairy products a lowering of the standard was permitted. By an order issued December 28, 1917, manufacturers were allowed to sell as ice cream a product containing only 10 per cent butter fat and in nut and fruit ice creams the butter fat content might be as low as 8 per cent.

These lower standards will not be permitted after the first day of next June and the following standards are announced, with which all manufacturers and dealers are expected to comply:

"Ice cream is a frozen product made from cream and sugar, with or without natural flavoring, and contains not less than 12 per cent of milk fat.

"Fruit ice cream is a frozen product made from cream sugar and sound, clean and pure fruits, and contains not less than 10 per cent of milk fat.

"Nut ice cream is a frozen product made from cream and sugar and sound, non-rancid nuts, and contains not less than 10 per cent of milk fat.

"Gelatin ice cream is a frozen product made from cream and sugar, with or without natural flavoring, and contains not less than 12 per cent of milk fat and not more than four ounces of pure gelatin for each 10 gallons.

"Gum ice cream is a frozen product made from cream and sugar, with or without a natural flavoring, containing not less than 12 per cent of milk fat, to which has been added a small quantity of gum powder free from starch or other cereals, and free from any harmful ingredients or foreign color."

## NEW JERSEY TO SHOW NO LENIENCY

Although Ice Cream Standardization Measure Was Vetoed Department of Health Will Keep Sharp Eye On Manufacturers

Though the bill providing for the standardization of ice-cream in New Jersey was vetoed by Governor Edwards, it does not mean that the State Department of Health intends to be lenient with ice-cream manufacturers who do not put the proper ingredients in the manufacture of this product, according to health officials. It is said that the department is planning to have samples of ice-cream taken in all parts of the State to determine its composition and to take legal proceedings against manufacturers using coconut oil or any other foreign oil in its making. The bill, which was vetoed by Governor Edwards, strenuously objected to the use of coconut oil in the manufacture of this product.

## NATIONAL ICE CREAM CO. DIVIDEND

The board of directors of the National Ice Cream Company, a Delaware corporation, at a special meeting declared a quarterly dividend of two per cent on the eight per cent cumulative preferred capital stock of the company.

The general manager reported to the directors that last year's business was satisfactory and the sales aggregated \$1,413,550.62, and that the prospects for this year were favorable.



## WAR ON SHORT MEASURE ICE CREAM BOXES

**Massachusetts Officials, Under Provisions of New State Law, Will Enforce Selling in Cartons of Standardized Size**

Under the provisions of a new state law, Massachusetts ice cream dealers in the future cannot sell their product as "a box of ice cream," but shall be obliged to sell it in boxes that are standardized measure.

The boxes shall be quart, pint, half pint or gill and full measure must be given. All local sealers have received orders from the state to prosecute this law vigorously.

It is charged that dealers in the past have got around the weights and measures laws by selling ice cream by the box. Many sold 20-cent boxes, 15-cent boxes and 10-cent boxes in addition to quarts and pints. All this is done away with by the new law.

Every ice-cream carton in the future must conform to certain standards. The state department of standards has opened war on all short measure ice cream boxes.

Under a ruling by the state department if any dealer has on hand a stock of old boxes that do not conform to the new standard, but still hold the required quantity, they must be submitted to the local sealer for test and stamping. A sample of each size is all that is required, but the owner must submit a statement to the director as to quantity on hand of each size.

## PROTEST ICE CREAM PLANT

An ice cream manufacturing plant is just as objectionable to its neighbors as is a public garage. East Baltimore citizens told Building Inspector Crowther recently at a public hearing at which they protested against the location of the Eckels Ice Manufacturing Co. The premises were formerly occupied as a garage. Residents said that the automobiles of the ice company would be dangerous to their children. Mr. Crowther determined to recommend that the permit be granted provided the smokestack be increased in height.

## FOUNTAIN CLERKS LICENSED

A substitute for H. B. 205 relating to licenses in certain cases, has passed the lower house of the Ohio legislature. This measure if enacted would supplement section 3670 of the General Code by the addition of a new section to read as follows:

Sec. 3570-1. To regulate and require the registration of all persons engaged in the selling at wholesale or retail, of soft drinks, non-intoxicating beverages or near beer, or any specified branch of such business, whether the same be as an exclusive business or incidental to some other. A municipal corporation may exact a sum not to exceed one dollar for a registration fee in such cases to cover the expense of registration. The council of such corporation may confer upon, vest in and delegate to the mayor of the corporation authority to make the registration under the regulations of council, and to revoke registration for violation of law or ordinance of council.

## ICE HIGH, DUE TO WAGES AND FREIGHT

There is little prospect of any cut in the price of ice to consumers in Massachusetts this year. G. H. Veter, retiring president of the Massachusetts Ice Dealers' Association, in speaking before the annual convention held in Boston, said he was opposed to any cut in wages. While he failed to state specifically that there would be no cut in prices, he explained in detail that the ice men are facing higher freight rates that can be met in only one way.

## Questions Answered

### When is a Beverage a Food?

(P.D.I.)—From your statement relative to your Sunday closing law, we think it is somewhat difficult to say with any degree of precision what beverages should be considered as "foods." As you are doubtless aware, all beverages, so far as their character and purity are concerned, come under the provisions of the Food and Drugs Act, while ice cream which is classed as a food, when served in a soda fountain establishment, is taxed under the revenue law as a beverage. This deviation from the common rule is at least suggestive of the question "When is a food not a food?"

However, the usual dictionary definition of a food, i. e., "anything which, when taken into the body, is capable of building up tissue, or, by oxidation, of supplying heat," may be broadly followed, and we think a liberal interpretation of your law would permit the sale on Sunday of all eatables, such as are usually furnished in a restaurant or luncheonette, especially if such products are supplied as a meal, and to the average individual no meal would be deemed complete without such beverages as tea, coffee or cocoa. In a similar manner, we should say, ice cream served in conjunction with a meal, should be considered as a part of the meal. When sold separately, many are inclined to look upon ice cream as a "delicacy and luxury," and therefore they would place it in the category of products the sale of which should be banned under the so-called "Sunday closing ordinances." Just how your local authorities will rule on such sales we are unable to say. Under all the Sunday regulations which have been promulgated that we have read, prescription compounding, and the sale of medicines for the sick and remedial substances generally are specifically exempted.

### Destroying Flies

(H.N.A.)—In a study of this subject three or four years ago, the United States Hygienic Laboratory, Public Health Service, recommended the use of formaldehyde in 0.5 per cent solution or sodium salicylate in 1 per cent concentration as fly poisons, both of which were found to be at least as efficacious as the customary preparations for the destruction of flies. The studies of the Laboratory indicated that the most efficient strength of the formaldehyde solution was from 0.5 to 1 per cent, while a muscicide of almost equal efficiency and of distinctly superior qualities in many ways was found in sodium salicylate, a 1 per cent solution being employed. A little of either solution in a saucer placed in a room infested with flies will usually do the work.

A solution recommended for driving out flies by spraying around the room is made as follows: Eucalyptol, 1 ounce; bergamot oil, 2 drams; acetic ether, 1 ounce; cologne water, 5 ounces; denatured alcohol, 2 ounces; water, 2 pints.

A so-called "improved" spraying liquid for flies, originally published a few years ago in the "British Medical Journal," is prepared from the following formula: Soft soap, 3 parts, is dissolved in warm water, 15 parts, and the solution made up to 100 parts by the gradual addition with constant agitation of kerosene or light burning paraffin oil. For use, it is diluted 1:10 before spraying. It is stated that this spray is fatal to flies in 24 hours, although it does not at once stupefy them as many of the proprietary sprays do. The addition of 10 per cent of the kerosene emulsion to the commercial sprays, it is said, renders them very much more deadly to flies.

## Cooling Ices for Warm Months

**A** GREAT many stores buy their ice cream. Possibly they are not equipped, or do not have the time for this work. It certainly is a great convenience to have a reliable supply house ready to deliver ice cream in any quantity, day in and day out the year around.

But there are some who prefer to make their own ice cream in order to have something entirely different and distinctive. Still others buy the main bulk of their frozen goods, and add to this one or two weekly specials.

Here are a few suggestions as to how different ice creams may easily be made so as to afford such variety.

First of all, select a plain vanilla ice cream formula which satisfies you, your state and city laws, and your trade in every way. Here is the method of varying it:

### Mocha Ice Cream

Take half of the amount of milk and cream directed. You have now the other half of the liquid to make up. One quarter of this amount must be milk, one quarter cream, and one-half very strong coffee. Omit the vanilla flavoring. Proceed exactly as you would for vanilla ice cream otherwise.

This readjustment is merely a different proportioning of the liquids. It is easy to follow.

### Orange Ice Cream

In place of the milk and cream directed, let the liquid be half orange juice, one-quarter milk, and one-quarter cream. Use one-third more sugar and omit the vanilla flavoring. Do not add the orange juice when the custard or any portion of the mix is hot.

### Strawberry or Raspberry Ice Cream

Increase the amount of sugar directed by one-third. Omit the vanilla flavoring. Add a pint of crushed berries to each three pints of the mixture. Freeze as usual.

### Peach Ice Cream

Again use the vanilla rule, adding one pint of peach pulp and juice to each three pints of the mix. Increase the sugar by one-third and omit the vanilla flavoring.

### Chocolate Ice Cream

Add a fifth more sugar by weight and a square and a half of melted chocolate to each quart of the vanilla mix. If it is liked less strong of chocolate, use a square and a half to three pints. Do not omit the vanilla flavoring.

### Nut Ice Cream

Add one cupful of chopped nut meats to each three pints of vanilla mix. You can add the nuts to the caramel, chocolate, or bisque ice cream, if you wish.

### Bisque Ice Cream

Dry and roll macaroons. Use one cupful of these to each three pints of the vanilla mix.

### Apricot Ice Cream

Add one pint of apricot pulp and juice to each three pints of the base mixture. Increase the sugar one-third and omit the vanilla flavoring.

### Caramel Ice Cream

Take one-third more sugar than directed in vanilla recipe. Heat it until it melts and is a light, golden brown. Use a clean aluminum pan directly over the flame. Do not caramelize to excess or the flavoring will be bitter. Use only half the amount of vanilla extract.

### Frozen Fruit Pudding

To each gallon of vanilla mix allow one quart of chopped fruits,—raisins, currants, figs, date, preserved ginger, candied cherries, and pineapple. The quart measure should be packed reasonably full.

Turn the chopped fruits into a bowl. To each quart of this mixed fruit, add one-half a gill of Angostura Bitters. Toss with a silver fork until every piece is moistened with the bitters. Let stand an hour or longer that the fruits may take up this flavor. When the mixture just begins to stiffen in the freezer, add the flavored fruit mass. If liked, the amount of bitters can be increased slightly.

### Plain Vanilla Ice Cream (Rich Formula)

10 quarts rich cream (from 22% to 28%)  
5 pounds sugar  
4 ounces vanilla extract  
 $\frac{1}{2}$  ounce salt

Heat half of the cream. Dissolve the sugar and salt in this. When cool add the vanilla and the rest of the cream.

### Frozen Custard Ice Cream

To each quart of milk, allow one quart of thin cream, one and one-third cups of sugar, one-fourth teaspoonful of salt, four whole eggs, or two eggs and two tablespoonfuls cornstarch, two ounces vanilla.

Heat the milk in a double boiler, add the sugar and the salt and stir until dissolved. Have the eggs thoroughly beaten. Pour the hot mixture on this. Stir. Return to the double boiler. Cook until the custard coats the spoon. Remove from the fire. Cool. Add the flavoring and freeze.

If the cornstarch is used to replace part of the eggs, mix the dry cornstarch with the dry sugar to avoid lumping.

### Economical Ice Cream

1 pint of cream                      1 pound of sugar  
1 pint of milk                      6 eggs  
2 teaspoonfuls vanilla extract

Make a custard of the milk, sugar, and egg yolks. When the mixture thickens so that it will coat the spoon, fold in the stiffly beaten whites. Cook a moment longer. Cool, strain, season, and freeze.

### Vanilla Ice Cream (Philadelphia Style)

1 quart cream                       $\frac{1}{2}$  pound sugar  
1 tablespoonful vanilla extract

Scald half the cream with the sugar. Cool. Flavor. Add the rest of the cream and freeze.

Nearly everyone has worked out a vanilla mix formula to exactly his own liking. As said before, any of these may be used as a base for the above variations.

The annual convention of the Flavoring Extract Association will be held in St. Louis on July 13, 14 and 15. The Executive Committee of the Association met at the Hotel Pennsylvania, last week, and selected the foregoing time for the yearly meeting.

Do you think that all of the problems are yours? If so, remember that the fruit and syrup men, the flavoring extract people, the ice cream makers, the bottlers, and all the rest have their troubles too!

## The Editor's Correspondence

Editor, THE SODA FOUNTAIN:

As most soda fountain proprietors of the progressive kind have now-a-days some sort of machinery such as power freezers or carbonators, or some other labor-saving apparatus, a recent experience of mine may be useful.

I am by no means neglectful of my insurance. I am insured for fire, burglary, third person, glass, employers' liability and life. At each stock-taking (every half year) the values are adjusted to meet any alterations in fittings, fixtures and risks. Because I neglected to insure against one risk, i. e., motors and machinery, it so happened that I have had my first serious accident, the cause of it being a motor. To have the coils fixed, together with other repairs, amounted to one-third of the original cost of the motor, apart from the delay caused. If this had been covered, the insurance company would have had to pay it. My neglect in this direction was caused partly because it had never occurred to me, and partly because I did not know such a risk could be covered. Needless, to say, I am now covered against a repetition of this sort of thing. While one must take many risks in business, the risk of neglecting insurance is not a wise one. Profit by my experience and look to your insurance. In conclusion let me say that we use an electric dish-washing machine, an electric bread and butter machine, electric freezer and potato peeling machine, in addition to the carbonator.

Southport, England.

H. H. Magnusson.

Editor, THE SODA FOUNTAIN:

Many times one sees at the soda counter, orangeade tanks standing on legs, with the globe marked with successive rings of sediment as the orangeade is used. We place the tank on the counter, throwing away the stand and using a rubber mat or a piece of heavy cardboard to protect the marble. This is a great ice-saver, as the warm air has no chance to reach the bottom of the tank. The globe we fill half full of water, with enough orange diamond dye for wool to give it the right color, and a little formaldehyde to keep it. A cork is then forced in securely and covered with sealing wax, so that there is no chance of leakage. Extra stock of orangeade is kept in glass bottles in the ice chest. Thus our orangeade tank looks clean and inviting the entire season.

We find it a great help, just before our ice-cream men are due for their daily visit, to spread old newspapers on the floor by the cabinets. As soon as the men are gone, these are picked up and thrown away.

Every fountain man knows how unwholesome his dirty towels are in hot weather, and particularly if only collected once a week. We keep a pail filled with a weak solution of formaldehyde and soiled towels from the fountain are thrown into it, so that our towels are always sweet.

As a part of our plan to increase our ice-cream sales, we dropped the thin paper cartons we had been using, and now use the heavy pasteboard cartons such as are used in delicatessen stores. It seemed a shame to let all that good advertising space go to waste, so we had some gummed labels made, advertising the brand of ice cream we specialized in. We stick the label on the cartons in our spare time, and we find that the advertising is well worth the trouble. Also we secured from the ice cream dealer an old ice cream cabinet, which, while dirty and banged outside, was perfectly tight. We keep this in our back room and place our extra stock of milk, chocolate, coffee syrup and bottled drinks in it.

Every morning the brine from the ice cream cabinets, instead of being thrown away, is poured into this extra cabinet. In this way a variety of goods are kept ice-cold with no added expense of ice.

Hoping these hints may be helpful to other druggists,

I am, very truly yours,

East Lynn, Mass.

A Suburban Druggist.

## For Deep Fat Frying

### French Fried Potatoes

Select potatoes of medium and uniform size. Pare, cut into eighths lengthwise. Soak one hour in cold, salted water. Wipe dry, fry in deep fat which is not too hot. When a light golden brown in color, drain on paper and salt lightly. The reason that the fat must not be too hot, is because the potatoes must cook before they begin to brown.

### Potato Croquettes

- 1 quart hot riced potatoes
- 4 tablespoonfuls butter substitute
- 1 teaspoonful salt
- $\frac{1}{4}$  teaspoonful pepper
- A few drops of onion juice
- Salt
- Paprika
- 2 teaspoonfuls finely chopped celery

Yolks of two eggs or one whole egg.

Shape, dip in crumbs, eggs, and crumbs again. Fry in deep fat. Drain. These can be shaped in a round ball and flattened and rolled.

### Fish and Egg Croquettes

To each pint of cold cooked fish, add 2 chopped, hard-boiled eggs, 1 cup thick white sauce, and seasoning. Roll in crumbs, egg, and crumbs. Fry in deep fat. Sometimes the addition of a little lemon juice is desirable.

### Fried Oysters

Select large, fat oysters. Clean and dry between towels. Season with salt and pepper. Dip first in flour, then in egg, and lastly in fine, stale bread or cracker crumbs. Fry in deep fat. Drain, serve with parsley and lemon.

### Fried Oysters in Batter

Select nice oysters, remove the tough muscle, chop. To one pint of batter add one pint or more of chopped oysters fried.

### Pineapple Shortcake

For each short-cake allow one pint of flour, one level teaspoonful salt, three teaspoonfuls of baking powder, three level tablespoonfuls of butter, three level tablespoonfuls of lard, one cup milk.

Sift the dry ingredients together, add the butter and lard, measuring carefully. Rub in until thoroughly blended. Add the milk and mix swiftly. Divide the batter in two parts. Roll out to fit two round greased cake tins. If preferred, a cup and a third of milk may be used and the batter poured out. The latter makes a lighter and more delicate shortcake, but one which soaks juices more readily. Bake in a moderate oven. Turn out. Butter the under portions of both layers of the shortcakes. Fill with fresh shredded pineapple, sweetened to taste. Cover the top of the shortcake with sweetened whipped cream and garnish with small pineapple dice.

# THE BUSINESS RECORD

## Latest Information Covering Incorporations, Changes and Business Transactions in the Soda Fountain and Allied Industries

### ARIZONA

Tucson—The Palms Confectionery Store has been purchased by J. M. and Nora Nugent.

### CALIFORNIA

Anaheim—The Cherry Blossom Confectionery Store has been purchased by C. H. MacDavid and F. J. Denton.  
Bakersfield—The Tegel Candy Company has sold the interest of Lester L. Cole to Fred W. Tegel.

Berkeley—Carpenter's Candy Store, recently purchased by H. Melisum, A. M. Gebelt and H. N. Fraser from Mrs. Emma Brown, is being renovated. New equipment is to be installed both in the store and in the manufacturing department.

Burlingame—Morgenson & Son have sold their creamery and ice cream business to A. I. King of San Francisco.

Earlham—Frances Hayes and Ione Case have opened a soft drink establishment.

El Monte—El Monte Sweet Shop has been purchased by Albert and Elizabeth Davis from George Killinger.

Eureka—Delaney & Young have engaged in the candy business. Fairfield—Cluer's Confectionery Store recently suffered damage by fire. The loss has not been estimated.

Fresno—Della M. Schwartz has sold her confectionery and lunch establishment to I. E. Striplin and L. G. Roberts.

Hollister—H. M. Williamson has sold his confectionery business to E. L. Dooley and Charles Buckhart, but has retained the stationery department.

Kingsburg—The Kingsburg Winery property has been bought by the Golden State Products Company of San Francisco, and will be used to manufacture "Forbidden Fruit" syrup. Improvements to cost more than \$40,000 will be made and the present capacity of the plant, 500,000 gallons, will be doubled.

Los Angeles—The Blossom Sweet Shop has been purchased by Albert Condore.

The Cabin Beverage Company has sold an interest to James L. Walls.

The Marigold Sweet Shop has been sold to George H. Wallhouse by H. P. Benson.

Minnic Nadler has sold her candy and soda fountain business to I. H. Cook.

A. H. Rochfort has sold his candy and soda fountain business to William Morlock.

B. Weinstein has sold his candy business to Thomas Dub. Whitaker's Confectionery Store has been purchased by D. W. Wagner and James L. Martin.

Marysville—The Culmacs Candy Company, manufacturers, has been incorporated with a capital of \$100,000 by Walter Culmacs, E. B. Wilcox and P. L. Kuster.

The Ellamoor Candy and Ice Cream Company factory has opened for business.

Oakland—The Duncan Company, wholesale confectionery, has been incorporated with a capital of \$50,000 by H. L. Breed, Walter E. Harpree and Margaret Walker.

The Sista Ice Cream Company has filed articles of incorporation for \$20,000 under the laws of Delaware.

Violet Lewis has bought a confectionery store.

A. J. Mills has sold his candy store to A. E. Rice and M. Ruby.

Oceanside—C. L. Berry has disposed of his candy business to Allie K. Jones.

Palo Alto—The La Parisienne Confectionery Store has been purchased by A. G. Wagner.

Riverdale—Mrs. A. O. Erickson has disposed of her candy store to Mary Sanchez.

San Francisco—The Cat & Fiddle Confectionery Store has sold the interests of Peter G. Mehr to Morris Schneider.

Wilbur Fisher has sold his candy business to W. A. Ketchel. The Golden Gate Candy Store has been purchased by Sadie Travers.

Hoefer's Centennial Chocolates, Inc., has been formed with a capital of \$100,000 to manufacture candy. Incorporators are H. R. Hoefer, E. Kones and F. P. Weber.

E. Olsen has sold his candy store to Julius Wiseman. The United Candy Shops Corporation has been formed with capital of \$50,000 by Ascher Rosenzweig, Samuel Rosenzweig and Jacob H. Rosenzweig.

Sebastopol—Mrs. L. King has sold her confectionery business to B. Sears.

Taft—Herbert B. Weltmer has disposed of his candy, ice cream and soda fountain business to J. H. Walker.

Venice—Burke & Byers have sold their soda fountain interests to the People's Drug Company.

Visalia—The Kaweah Candy Company has been purchased by Gill Hamberger.

### CONNECTICUT

Bridgeport—The D. V. & W. Candy Company has filed notice of change of name to the Alpha Chocolate Company.

The Huber Ice Cream Company has opened a branch plant at Stamford.

New Britain—The New Haven Dairy Company is planning for the establishment of a new department at its plant for the manufacture of ice cream estimated to cost close to \$20,000.

### DISTRICT OF COLUMBIA

Washington—The Chapin-Sacks Manufacturing Company, ice cream, is planning for the erection of a branch plant at Rocky Mount, N. C., to cost about \$85,000 with equipment.

### GEORGIA

Acworth—The Farmers' and Merchants' Board of Trade is planning the building of a large co-operative syrup mill.

### ILLINOIS

Chicago—The Central Cone Company has been incorporated with a capital of \$15,000; incorporators: William and Michele Raimondi.

The Feinberg Brothers Candy Company; capital, \$2,500; incorporators: M. S. Benjamin D. and N. Feinberg.

The Friedman Kerr Company has completed plans for the remodeling of a four-story building into a candy factory.

The Richardson Candy Company formed with a capital of \$30,000; incorporators: Alexander Dushoff, Albert S. Long and Samuel S. Holmes.

### INDIANA

Fort Wayne—The Columbia Candy Kitchen has increased its capital from \$12,000 to \$40,000.

Stump Candy Company incorporated with a capital of \$10,000. Incorporators, L. A. Stump, E. C. Stump and W. J. Dolling.

Indianapolis—The Dew Drop Confection Company factory was damaged by fire recently with a loss of about \$6,000.

Shelbyville—The Crisp Candy Company recently incorporated with a capital of \$10,000, is arranging for the operation of a local factory.

### IOWA

Eagle Grove—Angos & Peters have opened a confectionery business.

New Hampton—J. E. McIntee has bought a candy store.

Rockford—Oscar Olsen and Arthur Ewald have opened a confectionery store.

Sioux City—The Fairmont Creamery Company, capitalized for \$1,000,000, has begun operations. The ice cream department is turning out 10,000 gallons daily, but is not yet running at full capacity.

### MAINE

Bangor—A. F. Marsh has enlarged and renovated his ice cream store.

Bath—The Kerrigan Ice Cream Company has completed its building and plant, and will be in full operation before summer.

Island Falls—The H. A. Sarnborn ice cream plant has been purchased by John E. Webb and S. C. Spratt. Wesley Snow will be superintendent after alterations are completed.

Kingman—Mrs. Winnie Patriguin is erecting a building which she will use as an ice cream shop.

### MARYLAND

Baltimore—The Baltimore Almond Smash Company, incorporated with a capital of \$50,000 to manufacture beverages; incorporators: Samuel and Charles Schwartzman and A. William Cohen.

The Crane Ice Cream Company of Philadelphia, Pa., has acquired the plant and business of William G. Frederick and operations under the new ownership have been commenced.

The Horn Ice Cream Company has broken ground for the erection of a new manufacturing plant at Salisbury, Md.

### MASSACHUSETTS

Beverly—The North Shore Creamery Company has been sold to H. P. Hood & Sons. The North Shore concern is one of the largest ice cream manufacturers in the state.

Boston—The Howe Confectionery Company has had an involuntary petition in bankruptcy filed against it by creditors whose claims aggregate \$4,296.

The Johnson G. Candy Company has filed a petition in bankruptcy. Liabilities are \$4,677; no assets.

The Superior Confectionery Company's building has been damaged by fire to the amount of \$10,000.

The Zest Chocolate Company is planning for the rebuilding of its plant recently destroyed by fire, with loss estimated at \$25,000.

Danvers—The Cream of Chocolate Company has taken a factory at Maplewood and will move its business there.

Lynn—The Boston Ice Cream Company has been taken over by H. P. Hood & Sons.

Springfield—William H. Miner, formerly of the W. H. Miner Chocolate Company, is forming a company to operate a chocolate plant near Bridgeport. The concern will be known as the American Chocolate Products Company.

Worcester—Anderson & Paterson, wholesale and retail ice cream and confectionery, have leased a store for a long term of years for a new establishment.

### MICHIGAN

Detroit—The Consumers' Ice & Creamery Company will erect a new ice cream and ice manufacturing plant.

### MINNESOTA

Eagle Bend—William Nelson, confectionery, is succeeded by Clarence Nelson.

Florida—Brundage Brothers will open a confectionery and soft drink business.

Lakeland—Hershey & Newman have opened a candy and ice cream business.

Leonard—Christ Larson will open a confectionery business.

Marble—Patsy Chivette has opened a soft drink and confectionery business.

Shakopee—Swenson & Poppie will open a candy store.

Waterville—J. C. Krouss will open a confectionery business.

Winona—Kochta Bros. have opened a candy establishment.

#### MISSOURI

Kansas City—The Peerless Ice Cream Co., recently organized, has purchased a two-story building and property for \$30,000. A four-story plant will be built immediately, with the old structure in use temporarily. Ice cream machinery will be installed at once.

#### NEW JERSEY

East Orange—Alexander's Home-Made Candy Company has filed notice of organization. Alexander P. Nowak heads the company.

Newark—Loft, Inc. has leased a three-story building at Broad and West Park Streets, and will use the ground floor as a new candy store. Alterations and improvements will be made to cost about \$100,000.

The Metropolitan Ice Cream Company has filed plans for extensions and improvements in its plant.

The Sanitary Maid Candy Company has filed notice of organization. William J. Edgar is head.

#### NEW YORK

Albany—The Schraft Candy Company has leased the store now occupied by the Jackson Candy Company and will spend about \$15,000 in improvements.

Buffalo—The Buffalo Bon Bon Company, incorporated for \$200,000 by R. W. Sellers and W. S. and J. B. Dillingham.

Corning—The Corning Ice Cream Company has been incorporated for \$30,000 by W. F. Mann and E. E. Schmitt.

New York City—The Behnhauer Bros. Candy Company is the subject of a petition in involuntary bankruptcy filed by creditors. The liabilities are stated to be about \$350,000 and the assets about \$100,000.

The Edgemoor Candy Company has filed notice of dissolution under state law.

The Lewler Novelty Candy Company, incorporated for \$10,000 by W. M. and D. Freedman and L. Borokoff.

Marie Louise Confections, Inc., has filed a petition in bankruptcy with liabilities of \$4,229 and assets of \$2,559.

The Modern Confectionery Company has leased ground floor property at 1628 Broadway, for a retail candy store.

The Rosenbaum Candy Company has leased a store on West Fifth-Fourth Street for a retail candy store.

The Tid-Bit Soda Shops, Inc., has increased its capital from \$10,000 to \$40,000.

The Union Confectionery Company has increased its capital to \$25,000.

Poughkeepsie—Schrauth & Sons plan to double the capacity of their ice cream plant, enlarging the present building and installing new machinery.

Syracuse—The Alco Extract Company has taken over the manufacturing of Ilanford extracts.

Utica—The Robinson's Candy Company has filed notice of dissolution under state law.

#### NORTH CAROLINA

Burlington—The May Ice Cream Company is planning for the installation of additional equipment at its plant. The company recently increased its capital from \$25,000 to \$35,000.

Kinston—H. C. Hines has preliminary plans under way for the erection of a new two-story ice cream manufacturing plant to cost about \$50,000.

Winston-Salem—The Peerless Ice Cream Company is planning for the erection of an addition to its plant.

#### OHIO

Cleveland—The C. K. Candy Company has been incorporated with a capital of \$100,000 by R. L. Ammerman, W. Davis and J. Finger.

The Messenger Candy Company will erect a three-story and basement building to cost about \$35,000.

Ironton—Jacob Miller, Thomas A. Jenkins and David Morgan have filed incorporation papers for a new ice cream manufacturing company.

Toledo—The Shearer Candy Company has been incorporated with a capital of \$15,000 by A. A. Winters and G. S. and C. A. Shearer.

Youngstown—N. B. Burt will erect a candy factory to cost about \$300,000.

#### OREGON

Portland—The Superior Candy Company, wholesalers, have increased capital stock to \$25,000.

#### PENNSYLVANIA

Allentown—Eck & Fisher have filed plans for the erection of a two-story ice cream manufacturing plant to cost about \$15,000. Nicholas Retzer, candy and ice cream manufacturer, is having a new fountain installed.

The V. C. Sauppee Candy Company has been incorporated with a capital of \$50,000; John J. Hittie, treasurer.

Connellsville—The Carpenter Candy Company, incorporated with a capital of \$100,000; O. R. Carpenter, treasurer.

Harrisburg—The Lady Douglas Sweet Shop has arranged for a branch confectionery store in the lobby of the Colonial Theater.

Hershey—The Hershey Chocolate Company is now operating on a normal basis, giving employment to about 1,800 men and women as against 900 a few months ago.

Johnstown—The Gallagher Ice Cream Company, recently incorporated, has awarded a contract for the erection of a two-story building to cost about \$150,000 with equipment. Gustav A. Hoffman is treasurer.

Philadelphia—The Butterfly Confectionery Company has leased a four-story factory for a new local plant.

The Colonial Ice Cream Company has filed plans for the erection of an addition to its plant.

M. L. Kemmerer, confectionist, has had plans prepared for alterations and extensions in his plant to cost about \$10,000.

The Lancaster Chocolate and Confectionery Company has acquired factory property for a new branch plant.

The United Retail Candy Company has leased ground floor property at the corner of Seventh and Market Streets for a new candy store.

Pittsburgh—M. B. Cain has sold his confectionery business at 7135 Kelly St.

The United Retail Candy Company has leased property for a term of 15 years with a rent total of about \$150,000.

Wilkes-Barre—The Thatcher Ice Cream Company has awarded a contract for interior alterations and improvements in its plant, to cost about \$25,000.

#### RHODE ISLAND

Bristol—Samuel Molasky has opened a new confectionery store, Central Falls—The Triangle Confectionery Company has filed notice of organization. Louis Morgan heads the company.

Providence—The Providence Ice Cream Company has been organized. Peter De Marco is head.

#### TENNESSEE

Memphis—The Blue Seal Ice Cream Company will make repairs and buy new machinery to cost about \$25,000.

#### TEXAS

Bonham—The Bonham Candy Company has awarded a contract for the erection of a new candy factory. The company was recently incorporated and is headed by R. S. and J. I. Rodgers.

Fort Worth—The Artesia Bottling and Ice Cream Company has been transferred to the control of L. Carroll and G. A. Godfrey.

The Perfection Ice Cream Company has been incorporated with a capital of \$50,000 by E. J. Roberts, J. S. Burrows and W. A. Atherton.

#### VERMONT

St. Albans—Oscar J. Proulx and F. D. Post have opened a wholesale confectionery house. The concern will also carry soda fountain fruits and syrups.

#### WASHINGTON

Seattle—The Langert-Aronson Candy Company has increased its capital stock to \$100,000.

Waterville—Silas R. Town, who conducts an ice cream plant, has taken over an ice cream factory at Okanogan.

#### WEST VIRGINIA

Fairmont—The Mountain City Ice Cream Company has been incorporated with a capital of \$30,000 by Hugh Harr, Frank Jacobs and Thomas Murray.

The Robinson Ice Cream Company has been incorporated with a capital of \$100,000 by Frank R. Brabm, H. J. Ross and W. J. Boydston.

#### WISCONSIN

Amberg—Thomas Edwards will open a confectionery and ice cream store.

Endeavor—Fred Breitenfeld has sold his ice cream, confectionery and restaurant business to Will I. Hopwood.

Hartford—N. Skaff, confectionist, has sold out to Adam and George Schaller. A bakery department will be added.

Milladore—Edward Bryce will open a confectionery and ice cream business.

Milwaukee—The Milwaukee Ice Cream Conc. Company plant has been partially destroyed by fire recently with loss of about \$10,000.

The Nu Candy Company has filed a voluntary petition in bankruptcy. Liabilities are \$15,182. Assets \$3,603.

Minocqua—Hill & Lane will build a new bakery and candy factory.

Neillville—C. C. Paaske has sold his confectionery business to F. S. Bartell.

Plymouth—Wiconsin Candy Company incorporated with capital of \$30,000. Incorporators: James Poulos, George Mastora and Anton Poulos.

Prairie du Chien—W. H. Wulke, confectionist, has sold out to H. H. Henderson.

Rice Lake—Frank Peterson has sold his confectionery store to J. T. Roman.

Rochester—Jesse Huffman has started a confectionery and ice cream business.

Shawano—Peter Misoos, confectionist, has sold out to Nick Marks and Thomas Pallas.

Sparta—John Gerlicetti has sold his candy store to Carl Pierce.

Waukesha—Mrs. Susie K. Harding will start a confectionery business.

The Waukesha Ice Cream Company has awarded a contract for the erection of a new two-story plant to cost about \$40,000.

Wiconsin Rapids—Emil Peterson has sold his confectionery business to John A. Kemmeter.

## Patents and Trade Marks

### PATENTS

#### Granted April 5, 1921

- 1,373,651—Harry S. Cullen, assignor of one-half to Guy L. Fulton, Wellington, New Zealand. Food preparation (egg substitute) and process of making the same.
- 1,373,695—Joseph E. Wright, Lankershim, Calif. Dispenser for fruit jars and the like.
- 1,373,761—Samuel Rabin, New York, and John M. Lang, Yonkers, N. Y. Beater and mixer.
- 1,373,899—Morjon S. Kimbul, Oakland, Calif. Liquid carbonating apparatus.
- 1,373,914—Julius S. Samuelson, Duluth, Minn. Liquid vending machine.
- 1,373,933—Shirley L. Amsa, New York, N. Y. Citrus juice powder.
- 1,373,986—Girolamo Soldani, Spencer, Mass. Ice cream dispenser.
- 1,374,138—Arthur R. Coulson, San Quentin, Calif. Composition of dried modified cultured milk powder to be used in cooking and baking human foods.
- 1,374,141—Elmer E. Eldridge, Sidney, N. Y. Process of sterilizing cheese.
- 1,374,160—Nathaniel C. Fowler, Jr., Somerville, Mass.; and Fannie A. Fowler, administratrix, etc. Composition of sugar and method of preparing the same.

#### Granted April 12, 1921

- 1,374,445—William E. Greenawalt, Denver, Colo. Apparatus for treating liquids with gases.
- 1,374,446—William E. Greenawalt. Same title as preceding.
- 1,374,577—John O. Keller, Cincinnati, Ohio, assignor of one-half to Fred W. Keller, Covington, Ky. Egg tester.
- 1,374,657—Stanley Hillier, San Francisco, Calif. Method of separating fruit pits and their kernels.
- 1,374,701—John A. Wilde, Indianapolis, Ind. Churning, beating, or mixing apparatus.
- 1,374,767—Charles Reed Ragadale, St. Louis, Mo. Six stream distributing attachment for soda water draft arms.
- 1,374,829—William S. Cookson, Talping, Straits Settlements, assignor to Lulu Mitchell Smith, Manawatu, Honolulu, H. I. Concentrated coconut milk and process of making same.
- 1,374,850—Same as preceding. Coconut food product.

#### Granted April 19, 1921

- 1,375,563—Frederick S. Cary and George E. Russell, Wilmington, Calif. Liquid dispensing device.
- 1,375,401—Paul W. Ludy, Brookland, D. C. Serving bowl.
- 1,375,563—Frank R. Giddings, assignor of one-half to Allan M. Giddings, Battle Creek, Mich. Popcorn holder and display cabinet.
- 1,375,609—Webster M. Roberts and Park D. Roberts, St. Joseph, Mo. Apparatus for making ice cream cones.
- 1,375,638—Soren Madsen, New York, N. Y. Liquid vending apparatus and coin actuated mechanism.

### TRADE-MARKS

#### Published April 9, 1921

- 127,003—Chippewa Springs Corp., Minneapolis, Minn. Design. Natural spring water and fountain beverages made therefrom.
- 132,519—Essantee Co., St. Louis, Mo. Design bearing the word "Paradise." Non-alcoholic, maltless beverages sold as soft drinks.
- 133,499—Fernand Plumenail, Paris, France. "Meiba." Chocolates of all kinds.
- 138,211—California Crushed Fruit Co., Los Angeles, Calif. Design. "Suncrush." Non-alcoholic beverages made from citrus fruits.
- 139,003—Cone Co. of America, New York, N. Y. Design. "Havacone." Ice cream cones.
- 139,095—Schweppes Ltd., London, England. "Schweppes." Mineral waters.
- 139,401—Kliss Candy Co., Washington, D. C. "Kliss." Chocolates and bonbons.
- 140,856—Breyer Ice Cream Co., Philadelphia, Pa. Design. "Breyer." Ice cream.
- 140,903—The StoneFizz Co. of America, Chattanooga, Tenn. "StoneFizz." Non-alcoholic, maltless beverages sold as soft drinks.
- 141,484, 141,486, and 141,488—Dilling & Co., Indianapolis, Ind. "Eg-Nog," "Calliope," and "Grape-Ola." Chocolate bars.
- 141,664—J. Berthiaume & Co., Spencer, Mass. Design. "Narganet Spring." Ginger ale and bercola, a non-alcoholic cola beverage sold as a soft drink.
- 141,960—A. A. Dreyfus Co., New York, N. Y. "Palajo." Gum used in the manufacture of chewing gum.
- 141,936—D. Auerbach & Sons, New York, N. Y. Design. "Sky High." Chocolates.
- 142,130—James R. Council, Norfolk, Va. Design. "Tenpenny." Root beer and ginger ale.

#### Published April 15, 1921

- 115,710—American Popcorn Co., Sioux City and Schaller, Iowa. "Jolly Time." Popcorn in its natural state.
- 115,713—Same as preceding. Design. Popcorn in its natural state.
- 119,824—Walter A. Caverley, Dayton, Ohio. Design. "Pussy Willow." Chocolates and chewing gum.
- 126,374—Grape-Ola Products Corp., New York, N. Y. Design. "Vintage Grape Juice." Grape juice.
- 136,525—Ideal Cocoa & Chocolate Co., Lititz, Pa. "Sunset." Chocolate coating.
- 127,967—The International Co., Baltimore, Md. "Quick Whip." Egg white preparation in powdered form used by bakers and confectioners.
- 130,963—Same as preceding. "O. K. Whip."
- 131,315—Danciger Brothers, Kansas City, Mo. "Ginger Snap." Makes you feel like a fighting cock. Non-intoxicating, non-cereal, maltless beverage, etc., sold as a soft drink.
- 135,238—Dixie Ice Cream Co., Lexington, Ky. "Dixie Ice Cream." Ice cream.
- 132,372—William H. Hommel, Sandusky, Ohio. "Red Star." Wines and champagnes having an alcoholic content of less than one-half of one per cent.
- 127,523—Golden Grain Juice Co., Minneapolis, Minn. Design. "Minnehaha." Root beer.
- 138,733—Savino Saltiero, Boston, Mass. Design. "Petunia." Non-alcoholic maltless beverages used as soft drinks.
- 139,130—S. S. Mfg. Co., Madisonville, Ky. Design. "The drink with a sting in it." Yellow Jacket. Made in Old Kentucky. Non-alcoholic, plain or carbonated, maltless beverage with only a trace of alcohol or less than one-tenth of one per cent, sold at fountains, etc.
- 139,912—The Spoon and Straw, Inc., Chicago, Ill. Design. "Tee Spoon and Straw." Candies, ice cream, etc.

#### Published April 23, 1921

- 135,434—Ferdinand J. Roesser, Rochester, N. Y. "Malto-O." Concentrated barley malt for use in beverages.
- 136,458—Buyers Export Agency, Inc., New York, N. Y. "Ozonated." Flavors of various kinds for making non-alcoholic beverages.
- 141,099—Thos. Dietzler & Co., Hartford, Wis. Design. "Green Raven." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks and syrups for making same.
- 141,301—White Rock Mineral Springs Co., Waukegan, Wis. "Roca Blanca." Mineral waters.
- 141,673—The Dry Milk Co., New York, N. Y. "Protolac." Casein food product.
- 141,906—Melvin De Groote, Pittsburgh, Pa. "Temproof." Soluble compound vanilla concentrate for food purposes.

Movie crowds are usually in the spending humor. That is why it is good policy to use movie slides to advertise your location and fountain.

Do not overlook the summer time possibility of hot soda. There are many people who still appreciate the opportunity to get a drink of this kind, regardless of weather conditions.

Do not make the fatal error of trying to operate without knowing your exact cost. To attempt to do business blindfolded is exceedingly risky, and is liable to land one on the rocks.

Offer candy. Push candy. Sell candy. Fortunately, there is a good deal of this on the market and the price is very fair considering everything. Offer people what they want and they will buy freely.

This is one of the seasons when it is good policy to push finished drinks, such as root beer, the ades, ginger ale, and the beverages popularized by national advertising. They are easy to sell and save worry.

If you happen to have a roomy soda fountain department which looks empty and rather barren when trade is not brisk, try this: Divide it into two portions, putting up a partition. This should go to the ceiling, although it may be of wall-board with panelings. Fix one room up and feature it as the Smokers' Soda Grill. The other part will be used more particularly by women and men who do not care to smoke.

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JUN 21 1921

# THE SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK

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VOL. XX

NEW YORK JUNE 1921

No. 6

*True Fruit Quality  
is as Fine  
as a Day in June*

J. Hungerford Smith Co.  
ROCHESTER N.Y.

The illustration depicts a classic soda fountain setting. In the foreground, a large, ornate glass filled with orange juice and a slice of orange sits on a silver stand. Next to it is a bowl of white cream topped with red raspberries. A bunch of purple grapes and a green apple are also visible. In the background, a man and a woman are silhouetted against a large, arched window. The entire scene is set against a dark background, with the text 'True Fruit Quality is as Fine as a Day in June' written in a cursive font above the glass. At the bottom, the name 'J. Hungerford Smith Co. ROCHESTER N.Y.' is printed in a bold, serif font.

# P O L A R



*The Soda Shop, Hartford, Conn.*



Meaning a pen and  
ink signed bond,  
insuring the buyer  
against all me-  
chanical defects.

**ROBT. M. GREEN  
& SONS—Manufacturers**  
Broad & Vine Streets  
PHILADELPHIA, PA.

The underlying reason for “repeat” orders for GREEN fountains is the buyer’s knowledge of how GREEN fountains are built.

Prospective buyers of soda fountains, who take the time to investigate, will find that “coming back” is characteristic of former customers of GREEN. They will find the underlying reason for “repeat” orders is the remembrance of performance by GREEN soda fountains since 1874 and their steady forward movement in improved construction and output.



# THE SODA FOUNTAIN

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VOL. XX

NEW YORK, JUNE, 1921

No. 6

## BIG ENOUGH TO STAND ALONE

It is mere repetition to state that the soda fountain business is big. We all know of the remarkable progress made in recent years. Its present importance has been demonstrated in all sorts of ways but nowhere more conclusively than at the National Confectionery, Soda Fountain and Accessories Exposition, held at Atlantic City during the week of May 23d. While the soda fountain and accessory section did not dominate the show it occupied nearly half the space and attracted its full share of attention. As a first attempt the Exposition was an unusual success especially considering the unfavorable business conditions. The first exposition of any industry or trade is likely to be less satisfactory than later ones and we may expect next year's show to eclipse 1921.

But isn't the soda fountain business of sufficient importance to support and indeed to require an exposition of its own, independent of the candy interests? Possibly next year, or if not then, the year after, this can be arranged if we want it badly enough to work for it. There is no lack of brains and energy available among the makers of soda fountains and soda fountain products. With the exposition just past to serve as a basis for the necessary cooperation the soda fountain industry can manage a show of its own which will stand comparison with any similar effort in the country.

The soda fountain industry is not only big enough to have such an exposition, it is too big not to have one.

## ICE CLASHES WITH ICE CREAM

The daily papers of New England, and of Connecticut especially, have recently devoted much space to accounts of what they term the "great ice cream war" between the ice and the ice cream "trusts" of Connecticut and have been rather unanimously disposed to indulge in playful comment over the affair. If the situation is rightly understood, however, it would seem to require more serious consideration than mirth, for to all intents and purposes the very foundation of the ice cream business is being attacked.

It appears from the newspaper accounts that the ice interests, in retaliation for the ice cream manufacturers' practice of making their own ice, are planning to enter the ice cream business on a large scale. In other words, because the ice cream men, in the interests of economy and ease of operation in storing and packing, are providing their own product, the ice companies are making a gesture of "cut rate" competition in an effort to force a return to the old system.

The situation brings to mind a true story of a father and son, living in the country, who wished to make a pipe line connection with the main a short distance from their property. Having dug the ditch for the laying of the

pipe, they called in a plumber to make the connection. He refused, on the ground that the ditch had been dug by non-union labor. Other plumbers in the town were appealed to, but without result. The upshot of the matter was that the property owners were forced to fill their ditch up again. Then the plumber and his assistants came, dug a new ditch, and laid the pipe.

We wonder whether the Connecticut ice interests would be satisfied if the ice cream manufacturers melted all their product and froze, stored and packed it again, using strictly "trust" ice.

## CHAIN STORES AND SODA FOUNTAINS

There is no denying the fact that the chain store has become one of the most important factors in modern merchandising. In drugs, groceries, meats, candy, cigars and tobacco, shoes, shirts, hardware and other lines, the chain store is operating with evident success and is gradually taking over a larger and larger share of the business. Chains of soda fountains already exist both in chain stores of other sorts, as drug and candy stores and as independent establishments of the soda fountain-luncheonette type. What interests everyone connected with the business is the question whether the chain fountains will ever be able to obtain as strong a hold in this field as the chains have gained in other lines.

Certain of the same reasons that have led to the success of the chain store idea apply in the fountain business. There are some economies to be obtained by operation under this principle and supplies may frequently be bought to greater advantage if in large quantity. The owner of a single fountain is not, however, at so great a disadvantage in competing with the chain fountains as is the individual druggist or grocer when he must meet the competition of one of the big organizations in his field. The chief advantages of the chains, efficient administration, low labor costs and economical buying, do not bulk as large in the soda fountain field, not because they are not important but because the individual proprietor can do practically as well as the chain manager. With respect to efficient management, that of the proprietor running his own business is apt to be fully as good as that of a paid manager. Labor costs in chain fountains can hardly be appreciably lower than those of their independent competitors, for the same service must be rendered if trade is to be held and patrons satisfied, and the economies accomplished by chain stores in other lines by efficient arrangement of goods, pushing the sale of package goods and elimination of delivery and other services are hardly applicable to the soda fountain. The owner of a single store can arrange his establishment and train his clerks so as to serve as many patrons with a given force as the most efficient chain fountain.

One of the greatest advantages of most chains is in buying, but a large proportion of the products used at the fountain are used fresh and consequently bought locally. This includes milk, cream, ice-cream, eggs and fresh fruits and every fountain man knows what a considerable portion of the days business is done in these products. If a luncheonette department is included, most of its supplies must likewise be procured locally. In buying such goods a national organization is of little assistance and the individual establishment is on much the same footing as the member of a big chain.

These facts do not necessarily mean that the chain idea will not have a big influence on the soda fountain business but they do indicate that the operator of one or a few fountains need not feel himself under any real disadvantage in meeting the competition of his larger rivals. Moreover he has the advantage of a close personal contact with his patrons which the chain store can never attain.

### PICKING A WORKING FORCE

Looking back a year or two to the time when help was difficult, if not impossible, to obtain and in most cases none too efficient after it was obtained, it seems that there are some minor advantages in a period of business depression. No one will claim that there is any difficulty in getting help today and besides clerks do not show the same nonchalant attitude toward the possibility that their services may be dispensed with. Conditions are certainly better in those respects than it seemed possible they ever would be during the worst of the shortage.

It is all well enough to enjoy this while it lasts, but it does no harm to remember that it will not last always. With business at its normal level there are jobs enough for everyone in this country and possibly a few to spare, especially with restricted immigration. Meanwhile the present excess of men over positions offers the forward-looking employer a golden opportunity to build up a real organization to take the place of the one knocked to pieces by the war. The wise executive is going to take full advantage of this. He is going to pick and choose until he has exactly the working force that he wants, with no drones and no trouble makers; then he is going to weld that force into the sort of a working organization that he has been dreaming of, but hardly daring to hope for, during the last four years.

It takes tact and skill to make even a small organization run smoothly and the fountain employing only three or four people offers much the same problems as does the largest in the country. These problems are half solved if you have a force of efficient employees, interested in their work and working for the good of the fountain. The present time, we repeat, is an ideal one for putting through the delayed project of getting just the sort of working force you want.

### ENTHUSIASM AT THE FOUNTAIN

Enthusiasm is one of the greatest moving forces in business and more especially in selling by direct personal contact. The soda fountain manager who has solved the problem of having his clerks really enthusiastic about the good things they are serving need have no fear of lack of customers.

You cannot hope to do well in selling anything unless

you believe in it thoroughly yourself. If you do not think your products are good you cannot expect anyone else to. Subconsciously we are all influenced by or influence those we meet and the clerk who is indifferent to the goods he is selling will influence the opinion of his patrons, however correct and courteous his outward demeanor. Enthusiasm is the most efficient aid to selling, and it should be of the quiet, confident type rather than the loud, exuberant variety favored by so many of the old school of salesmen.

All this borders on theoretical psychology, but the practical value of it is recognized by all up-to-date salesmen, who well know that a new product must be "sold" to the sales force before they are sent out to introduce it to the trade. The value of the idea is by no means confined to wholesale selling. Like so many of the ideas which have been developed in the wider fields of merchandising the full importance of its application to retail selling has been only imperfectly realized. An enthusiastic sales force is the biggest asset a soda fountain can have. The effect on its patrons can be gauged by the remark of a man who consistently goes a block out of his way to patronize a certain fountain without quite knowing why he does it. Queried on the reason for his habit, his response was that somehow they made him feel that everything was going to be extra good. He admitted that the quality of the drinks was probably no better than in other places but he was influenced by the enthusiasm of the clerks.

If your entire force, from proprietor down, are "sold" on the proposition that the drinks they are selling are as good as the best in the World and probably a trifle better than most, it is surprising what an effect it can have on the sales total. If you cannot believe this, why expect others to?

### HOW MUCH IN 1924?

The census has not given us the per capita consumption of ice cream directly, but some figures just made public by the Department of Commerce and based on the 1920 census enable us to figure it out with fair accuracy. In 1919, 3,476 establishments were engaged in the manufacture of ice cream and their output was valued at \$189,414,000. Assuming for the sake of the calculation that the cream sold at wholesale at forty cents a quart, this means that some 568,000,000 quarts of ice cream were consumed. That is a lot of ice cream if you can picture it all in one pile but it means that the per capita consumption was the insignificant quantity of five and a half quarts. Surely this is nothing for the industry to boast of.

Astonishing progress has been made since 1914 however. In that year the production of the 2,437 plants was only valued at \$55,983,000. In five years from 1914 to 1919 the output of the ice cream industry was more than tripled, the exact ratio being 1 to 3.37. Suppose this should happen again in the next five years. 1924 would show the astonishing total of \$627,325,000 as the value of the ice cream sold. Another five years at the same ratio of increase would bring the figures up to two billions. This is merely playing with multiplication but there is no reason why the industry cannot expand to an enormous extent. Five and a half quarts per year per person is far from representing the latent demand for ice cream.

# First National Exposition Held

Exhibition of Combined Soda Fountain and Candy Industries Proves Highly Successful—Displays Attract Many Visitors and Orders for New Business Are Placed

**A**T LANTIC CITY during the week of May 23d was the scene of the first national soda fountain exposition, held in conjunction with the confectionery interests under the name of the National Confectionery, Soda Fountain and Accessories Exposition. As a rule, the first exposition of an association is not highly successful but the present one was a happy exception to the rule, the organizers having surmounted the difficulties involved in getting the necessary cooperation to put the show across in a big way. Even the business depression which could not help but make their task more difficult was not allowed to interfere with the final results.

The Exposition was located on the Million Dollar Pier, where 80,000 sq. ft. of exhibition space were devoted to the displays of the numerous firms connected with the soda fountain and confectionery industries. While the soda fountain and related exhibits did not dominate the exposition they occupied a full share of the space and attracted more than their share of the visitors' attention, showing conclusively that the soda fountain section was far from being a mere subsidiary of the confectioners' exhibit.

The organization of the soda fountain end was pioneer work and while the need for such an enterprise had long been recognized by the leaders in the field the usual amount of conservatism and inertia had to be overcome. That it was successfully overcome was demonstrated by the exhibits which included a large proportion of the firms which are important factors in the business. Their exhibits were in most cases remarkably effective in attracting attention and causing favorable comment from those in and outside the trade. Business was unquestionably stimulated and no small volume of orders was placed on the spot. The effect of a show of this kind in gaining publicity and promoting cooperation in the trade is cumulative and exhibitors are certain to feel its effects in the form of increased business through the year.

One of the displays attracting the greatest attention was that of the Liquid Carbonic Company which featured a twenty foot fountain of perfectly matched and unusually beautiful onyx from their quarries in Mexico. The same fountain served to demonstrate their latest model constant circulation system which they claim represents the highest development in fountain construction.

The Blessing Electric and Manufacturing Company of Chicago exhibited their fruit juice extractors in operation and made their display decidedly effective by placing the extractors on a pure white, marble fountain and massing against the white of the fountain the bright orange and yellow of the fresh oranges and lemons awaiting extraction. The rapid, neat operation of the machine called forth much favorable comment.

Armour and Company, likewise of Chicago, had an exhibit of fresh and preserved fruits, fruit syrups and other fountain products, but the central feature of their display was a huge "Orange Nip" dispenser from which the drink was served to visitors.

Blanke-Baer Extract and Preserving Company, St. Louis, had a beautiful exhibit featuring their well-known vanilla and fruit extracts, imitation flavors, emulsions, food colors, preserved fruits, etc.

The Davis-Watkins Dairymen's Manufacturing Company of Jersey City had a display of various types of ice cream freezers which was of great interest to all engaged in ice cream manufacture. Everything connected with the making and storing of ice cream was represented, their display of white glass-lined storage tanks containing specimens ranging from ten to ten thousand gallons capacity.

The exhibit of the Grandall Pettie Company of New York probably represented the most varied and versatile one in the Show, comprising practically everything needed in the fountain business from the fountain itself to the paper napkins for serving trays. Goods of their own manufacture were accompanied by other standard articles, including an extensive showing of imported nuts, fruits, etc.

The Sealright Container for use in the sale and distribution of ice cream was effectively featured in the booth of the Sealright Company, Inc., of Fulton, N. Y. The claim was made that one operator can put up from four to six thousand cylindrical packages of ice cream in a day by the use of this method. The sanitary feature of the method as well as its speed interested the visitors to the exhibit.

One of the most elaborately planned exhibits was that of the Keystone Fruit Products Company of Cincinnati. Their fancy preserved fruit products were shown in glass containers, effectively disposed against a cream and gold background. To make the display even more attention-compelling, two of the pyramids in the background were illuminated by spot lights.

The Hygeia Antiseptic Toothpick Company of New York had an exhibit of their sanitary toothpicks and sippers, which was said to consist of more than five hundred thousand separate units. A double row of pillars composed of the sippers encircled the booth while between them was disposed the display of other special service items for fountains.

Cocoa and chocolate got all sorts of attention at the booth of C. J. Van Houten and Zoon of New York, the well-known specialists in cocoa products. One of the novelties demonstrated was a ready-to-drink cocoa, made from imported Dutch cocoa, powdered milk and sugar, and needing only the addition of hot water to give a cup of fresh cocoa. Sucoco, the cold water fountain chocolate syrup composed of a processed mixture of cocoa and sugar, was likewise featured, while the old reliable Royal Dutch Cocoa was not forgotten.

The Panay Sectional Show Case Company of Milwaukee occupied an attractive booth which effectively displayed their sectional sales outfits for candy and similar products. Their Panay Horizontal Show Jars for candy were given a hard test by the rainy weather and the location of the exhibit directly over the water but they came through in fine shape and kept the many varieties of candy in perfect condition.

The Emery Thompson Machinery and Supply Company of New York were represented by a display of their widely used brine freezers, several sizes and types of which were on exhibition.

Many firms aside from those mentioned in the foregoing

were represented at the exposition and with the start made by this years Show it is hoped to secure for next year a list of exhibitors which will be even more completely representative of the whole industry. The success which has attended the first attempt should make this a comparatively easy task.

### CANDY MAKERS IN SESSION

#### Excise Tax and Advertising Plans Occupy Attention of Confectioners' Association at Atlantic City Meeting

The thirty-eighth annual convention of the International Confectioners Association, which was held at Atlantic City coincident with the Confectionery, Soda Fountain and Accessories Exposition was a decided success, notwithstanding the shadow cast by the depression in the candy business. It was frankly admitted that the industry has been hard hit in recent months and the results of a questionnaire sent out indicate that 60 per cent of the firms reporting have sustained losses averaging 10 per cent, while the remaining 40 per cent are only able to show profits of 5 per cent. The drop in sugar prices was a severe blow to the manufacturers, most of whom had been obliged to contract for large amounts at the high prices prevailing last year.

Severe criticism was directed at the 5 per cent excise tax on candy and the statement was made that it was the prime factor in putting many firms in financial difficulties. Walter C. Hughes, secretary of the Association, presented statistics showing the necessity for the repeal of the tax and said,—"It is even a greater crisis than that which confronted us during the early part of the war when sugar supplies were threatened and it looked for a time as though we might be put out of business.

"Congress is laboring under the erroneous impression that our industry continues to enjoy the prosperity that it enjoyed during the war period. Past conditions are no criterion on which to base future calculations, as the conditions of the industry have changed very materially during the past six months. The industry has entered a period of financial and industrial readjustment and liquidation which will undoubtedly continue for some time.

"We must give Congress these facts. They must be forcefully presented individually to every Senator and Congressman, and it is our purpose to do so when the proper time comes, and we must have your active support and co-operation if we are to be successful in our efforts."

Curtalement of production was recommended by the president, A. S. Coleman of Rochester as the best way of safeguarding the industry. Overproduction is one of the greatest dangers, he said, and will accomplish nothing beneficial. Conservatism in production until normal conditions return was the gist of his advice. He also predicted a sugar shortage.

Plans were discussed for a half-million dollar advertising campaign to boom the sale of candy, using as mediums the newspapers and the national periodicals. The matter was referred to a committee of advertising men from four of the largest candy manufacturers, which was instructed to act upon the ideas presented and report at an early date.

H. H. Harris of Lynchburg, Va., was elected president and Walter C. Hughes of Chicago was re-elected as secretary and treasurer. Vice-presidents elected were Walter P. Sharp, of Philadelphia; R. R. Bean, of Grand Rapids, Mich.; T. R. Blakeslee, of New Haven, Conn.; Herman L. Heide, of New York City; John P. King, of Fort Worth, Tex.; E. B. Hutchins, of Fond du Lac, Wis.; William P. Reed, of Chicago; Horace S. Ridley, of Boston; Leon Sweet, of Salt Lake City, Utah; O. B. Elmer, of New Orleans; E. K. Rice of Sioux City, Iowa; W. E.

Brock, of Chattanooga, Tenn.; J. A. Cox, of Indianapolis, and Fred Wunderle, of Philadelphia.

Reports from members show that 80 per cent of the entire output of candy is sold by manufacturers at prices under 25 cents a pound. Included in the 80 per cent there is 50 per cent of entire output which is penny goods and bar goods about equally divided. Of the remaining 20 per cent of the entire industry there is about 10 per cent which is bulk and package candy sold by the manufacturers at over 25 cents a pound and about 10 per cent which is high priced package goods such as are customarily sold by the retailer at a dollar or over a pound. The bulk of the entire output of the industry is sold by small retail confectioners, retail grocers and school stores and is purchased by people of very limited means, according to delegates.

### CANADIAN CONFECTIONERS MEET

The third annual convention of the Confectionery, Biscuit and Chocolate Industries of Canada was held in Toronto, May 17th. The report of the secretary, Charles J. Bodley, brought out the fact that Canadian confectionery is now being exported to Europe, South America, South Africa, New Zealand, and the Orient in increasing amounts and that the last two years have seen a large growth in the foreign trade of this industry. The removal of the luxury tax is expected to make the current year a good one in both domestic and foreign business. The officers elected for the coming year were: President, William Robertson, Toronto; vice-president, D. Dingle, Winnipeg; treasurer, C. Currie, London, Ont.; secretary, C. J. Bodley, Toronto.

### FLAVORING MEN TO MEET IN ST. LOUIS

Flavoring extract manufacturers from all parts of the United States will meet in St. Louis from the 13th to the 15th of this month for their annual national convention. A local arrangements committee is working out the business and entertainment program for the convention. The Flavoring Extract Manufacturers Association has a membership of more than 500 and it is expected that at least 200 will attend the convention.

### AN ANCIENT LANDMARK PASSES

Chicagoans will rejoice or sorrow, according to their predilections, at the announcement that Hinky Dink's famous beer palace in Clark street has been converted to other uses. Long known as a Mecca for the thirsty, it will not necessarily lose that reputation entirely, though the former patrons are little likely to find solace in that fact. It now faces the world as a thoroughly reformed character, and Hinky's schooners, "the largest in town," are once more navigating though loaded with nothing harder than root beer. For, thanks to the efforts of Mr. Volstead and his assistants, the once-famous saloon now does duty as a luncheonette and restaurant.

### THE COFFEE COCKTAIL APPEARS

Coffee is now playing a new role as understudy to the once well known cocktail. After a long record of never missing a performance, the cocktail was obliged to relinquish the stage and now, at the Hotel Pennsylvania at least, its place is taken by the "coffee cocktail," a small cup of coffee served to the diner before he orders his meal. The innovation appears to be reasonably popular but New York has not yet swamped the Pennsylvania with the patronage which would be certain if the old favorite should decide to give a few more public performances.

## Sugar Shows Downward Trend

Market for Sugar Is in a Demoralized Condition and Lower Prices Are Expected as Result of Failure of Cuban Commission  
—Federal Company Predicts Pre-War Prices

THE sugar market at the present writing is not far from demoralization. Notwithstanding the passage of the Emergency Tariff the price of sugar, both raw and refined, has been gradually shaded from day to day, until the refined is being offered by all the refineries at 6.30, while raw sugars may be had at less than three cents on a c.i.f. basis. Not only this, but the market is weak at this level, with most of the potential buyers holding off in expectation of still lower prices in the near future. Buying is only for immediate requirements and owing to the restricted operations of most of the canning companies the usual seasonal demand is at much lower ebb than would normally be anticipated.

All this has taken place in the face of an unquestioned world shortage of sugar, at least a world shortage if calculations are based on pre-war requirements. The catch in the situation is that calculations based on pre-war requirements are useless under present conditions. The buying power of Europe and to a lesser degree of South America and the United States is crippled to an extent that makes impossible the development of a normal demand, even for a staple article like sugar.

### Sugar Finance Commission Fails

Two months ago the Cuban Sugar Finance Commission was looked to as a power capable of maintaining sugar at the levels then prevailing. It is now apparent that any hopes based on this were illusory. The Commission has ignominiously failed and is now discredited even among those it was formed to assist. Two reasons may be adduced for the failure of this effort to temporarily avert the effects of economic reactions. One and doubtless the most important one is that Cuban sugar now has to meet in the American and European markets the aroused competition of Java, Brazil, Peru and many other countries which were led to enter the export markets for sugar by the inflated prices prevailing in 1919 and 1920. While none of these countries produce large amounts of sugar as compared with the Cuban crop, the aggregate of the trickling streams from all these sources can make a flood worth reckoning with. Moreover the financial conditions in all these countries are such that growers and refiners are forced to market their product at once and at any price obtainable.

To the Cubans who have been endeavoring to maintain prices this cut-throat competition has been hard to meet. To add to their difficulties the European beet sugar crop bids fair to be sufficient to meet Europe's demand, restricted as they are by financial troubles. This means that after September Europe will almost cease to be a customer for Cuban sugars. The American beet sugar crop for last year was a record breaker and led to a large carry-over of sugar in this country.

Altogether the Sugar Finance Commission was up against a difficult problem, but with this in their favor, that they could control the marketing of more than half the world's visible supply of sugar. This was no small advantage and might under favorable circumstances have enabled them to carry out their plans with a fair degree of success. But the holding back of a sugar crop requires financing on a huge scale and both money and unlimited credit are required. Apparently the Commission had both at the start and then later they very evidently

did not. The whole story has not been told as yet and may never be made public but conjecture is possible.

Cuban finance is necessarily based on the support of American banking institutions, particularly at the present time when the Cuban banks are nearly all in serious difficulties. Now the Cuban Commission would never have started its operations without the assurance of adequate support. But the activities of the Commission were not looked upon with favor by American refining companies which desired to buy cheap Cuban sugar. This might have been, and doubtless was, expected by all concerned. It is of course perfectly possible that there was no connection between this opposition of the big refining companies and the partial withdrawal of the financial support that had been promised to the Cuban Commission. It is also possible and according to some more than probable that the failure of the projected financing was directly due to this opposition. No one outside the inner circles knows exactly what happened but we do know that, lacking the necessary banking support, the Commission has proved unable to cope with the situation and has entirely lost control of the market.

To the consumer of sugar this may well be a cause for rejoicing for it means that the Cuban crop must come on the open market and be sold for what it will bring. According to present estimates there are nearly 2,000,000 tons of raw Cuban sugar now piled up at the ports, awaiting shipment and sale. Taken in connection with the United States carry-over of beet sugar and the supplies from Java and South America this should mean that we are due to see even lower prices for refined sugar than are now being quoted.

### Federal Company Issues Forecast

The Federal Sugar Refining Company has sent out a bulletin embodying its views on the situation. According to the estimates contained in this bulletin 1,699,600 tons of sugar became available for consumption in the first four months of this year. The Cuban crop still to be marketed is placed at about 2,500,000 tons. Domestic beet sugar, refiners stocks and Porto Rican and Hawaiian crops are estimated at 1,000,000 tons more, making a total of approximately 5,170,000 tons of sugar to cover domestic requirements for 1921. These requirements however are placed at only 4,000,000 tons, indicating a carry-over into 1922 of at least 1,170,000 tons. These figures take no account of foreign sugars or of the new domestic crop which will begin to come on the market in October.

On the basis of these calculations the Federal Company predicts pre-war prices for sugar in the immediate future. They are naturally indefinite as to the exact price to be anticipated but apparently do not feel that the present level can be maintained any longer. A break to six cents or lower for the refined is looked for at any time. The raw sugars and futures which are frankly weak at the present time will undoubtedly drop appreciably lower as soon as the Cuban crop begins pressing for sale.

A long range view does not indicate however that sugar prices will stay long at an unreasonably low level. Next year may be another story altogether. European beet sugar crops will be far below the old yields for several years to come, owing to the damage done by the war to the beet growing regions. They may be sufficient to meet the restricted demand of this year, but an improvement in

the financial situation will send Europe back to Cuba for additional sweetening. Also, the Cuban crop for next year will be much smaller, just as the cotton crop for this year is small. Low prices restrict and discourage planting just as boom prices entice new growers into the field and increase the area under cultivation. Next year the Cuban planter will lack both the capital and the inclination to put in a large crop.

As far as it is possible to judge the future at this time, it looks as if there would be a period sometime before the first of next year when sugar prices will reach an unusually low level. How long they will continue to occupy such a position is problematical but there will probably be an opportunity for those who follow the market to contract for future requirements at a price which will represent a considerable profit over the prices which will prevail later.

### SUGAR STATISTICS SHOW SURPLUS

Much light is thrown on the sugar situation by some statistical tables compiled from figures issued by the Federal Reporter, and showing exports and imports of sugar of the United States for April, 1921, as compared with April, 1920. These figures show that during April of this year a total of 484,516 tons of sugar was brought into this country, against 440,239 tons in the same period of 1920. Of this total amount, Cuba furnished 324,000 tons, while other sources supplied 150,000 tons. Porto Rico and Hawaii furnished about two-thirds of this total. One of the interesting points shown by these figures is that while minor sources of sugar such as San Domingo, Brazil, Peru, etc., provided 22,613 tons in April, 1920, these same countries sent 41,111 tons in April, 1921.

Notwithstanding the unusually large amount of sugar coming into the country at the present time, the quantity exported is much lower than normal. During April, 1920, 91,300 tons of sugar were exported, mainly to Argentina, England, France, Norway and Switzerland. In April, 1921, only 22,000 tons were exported, England, Greece and Italy being the largest customers. Taking these export figures in connection with imported figures, we find that the surplus or balance for consumption, which has accumulated during April of this year, amounts to 462,456 tons against 348,939 in April 1920. These figures do much to explain the present weakness of the sugar market.

### VOLSTEAD BILL AFFECTS FLAVORINGS

#### Interests of Makers and Users of Flavoring Extracts Hurt by Provision of New Act, Says Representative of Flavoring Extract Manufacturers

F. M. Boyles, chairman of the Baltimore section of the American Chemical Society, spoke at the Alcohol Protest meeting of the New York section of the society June 10, as a representative of the Flavoring Extract Manufacturing Association of the United States. The meeting was for the purpose of expressing the opinions of the chemists of the country in regard to the burdensome restrictions which have been placed by the Volstead Act and concurring legislation and rulings upon the industrial use of alcohol.

The supplementary Volstead Act, House Bill 5033, which is now under consideration, is especially attacked by chemical interests on the ground that it places an unnecessary burden on legitimate industry. Mr. Boyles stated that the flavoring extract industry is unalterably opposed to sections 3, 4 and 5 of the proposed bill, since these sections would throw additional restrictions on the already too much restricted withdrawal and use

of non-beverage alcohol. On the contrary, said Mr. Boyles, there should be a relaxation of the present drastic requirements, which have been drawn up without regard to the rights and interests of legitimate business.

The last sentence of section 2 gives the Prohibition Commissioner arbitrary power to "limit the supply and use of all liquors to the actual needs for non-beverage use and shall only grant the permits which in his judgement are necessary to supply such needs." The flavoring extract industry, according to Mr. Boyles, feels that the Commissioner is entirely incapable of judging what quantity of non-beverage alcohol is sufficient for legitimate use and therefore insists that this sentence be stricken from the bill. Past experience has shown that the enforcement officials have lacked the necessary technical knowledge and the requisite sympathy with the needs of business to successfully administer such a provision.

Sections 3, 4 and 5 of the bill, he characterized as useless and thoroughly impractical. These sections if adopted would enormously increase the price of flavoring extracts to the consumer, since they would require the manufacturer to carry mammoth stocks of modified alcohol and to incur numerous additional expenses. The manufacture of flavoring extracts, under these conditions, would become difficult and almost impossible. The manufacturer would have his choice of either moving his laboratory to the distillery, which is of course entirely impractical, or having the alcohol denatured by the distillery or bonded warehouse. In the latter case the Food and Drugs Act would compel the manufacturer to guarantee the purity of products, in the manufacture of a part of which he had no hand.

In closing, Mr. Boyles stated that many flavoring extracts, on account of the nature of the ingredients contained in them, cannot be made from alcohol which has been modified in any way and that tax free, pure alcohol is a veritable necessity for the manufacturer and user of flavoring extracts. Moreover the delay attendant upon securing all these specially modified alcohols will demoralize the business of both the manufacturer and the user.

### SETS WAGES OF CANDY EMPLOYEES

Ontario soda fountains and confectioners are affected by an order issued by the Minimum Wage Board on June 7, establishing the following minimum wages for their employees. Experienced female adults must receive \$12.50 a week, while inexperienced adults are to receive at least \$10 during the first six months and \$11 for the next six months. Young girls of 14 or 15 are to receive a minimum of \$7 and those of 16 and 17 are to get \$8 and \$9 respectively.

The same order establishes minimum wages in factories making confectionery, chocolates, biscuits, confectionery specialties, crushed fruits, etc. The wage scale is practically the same as in the retail establishments except that young girls must be paid from \$8 to \$10, depending on the length of time they have been employed.

"Rubber-paved streets are to be given a trial in London. And, with silent motor-engines, our only traffic noises soon should be the shrieks of injured pedestrians."—London Opinion.

"After all," asks a writer, "why shouldn't Ireland have a Parliament, like England?" Quite frankly we do not like this idea of retaliation while more humane methods are still unexplored.—Punch (London).

# Sweet Chocolate Classed as Food

Decision in District Court Favors Walter Baker Company  
and Exempts Sweet Chocolate From Candy Tax  
—Company Will Reimburse Customers

**D**ECISION was given, May 13th, by Judge Morton of the United States district court in favor of the Walter Baker Company of Boston, in the suit brought by the Walter Baker Company to recover from the United States Government \$60,000, which it was alleged had been illegally collected by the government in the form of taxes on sweet chocolate for six months during 1919. Judge Morton's decision awarded the sum of \$34,000 to the plaintiffs.

The Government has appealed the decision and the case will go to the United States Circuit Court of Appeals, where it is probable that it will not be reached for several months. In the event that the company is successful in the Court of Appeals, it will mean that the ruling of the Internal Revenue Department, relative to the tax on sweet chocolate, was illegal. The case is thus one of wide importance, affecting all manufacturers of sweet chocolate. Additional suits for further recoveries will probably be filed immediately, totalling more than \$200,000, while it is estimated that more than \$2,000,000 which were collected by the Government will be subject to suit.

The case turns upon the War Revenue Act of 1919, section 900, sub-division 9, by which Congress imposed a tax of 5 per cent on the selling price of candy sold by the manufacturers. The Commissioner of Internal Revenue supplemented this act by regulations defining the scope of the statute and including sweet chocolate in the same classification with candy.

The Walter Baker Company claims that its sweet chocolate products were not candy, even though a large proportion of their production is sold by candy stores, restaurants, soda fountains and other dealers and consumed by the public in the form in which it is manufactured. Evidence was presented to show that a considerable portion of the sweet chocolate sold was used in the kitchen and in homes for making hot chocolate drinks, chocolate frostings and other food products.

The ruling of the Court was that irrespective of the fact that a large part of the product is used by the consumer in the same form in which it is sold by the manufacturer, sweet chocolate is nevertheless a food product, distinct from candy as the word candy is generally used. It is held that the Commissioner of Internal Revenue went beyond the intent of the statutes in classifying sweet chocolate as candy.

"I do not think that the government can sweep chocolate within the scope of regulations on candy," the court stated. "Chocolate is a recognized article of food, used for drinking, eating, household purposes and for flavoring. Neither government regulations nor trade usage can change the meaning of the word 'candy.' Chocolate is a part of the emergency rations of the army. I find that chocolate is chocolate, not meat, or bread or candy. It is a distinct food product and the government cannot sweep it within the scope of the word 'candy' by regulation."

The Walter Baker Company was represented by the firm of Putnam, Bell, Dutch and Santry, while the government's interests were in the hands of Alonzo H. Gafcelon. The petition for a retrial of the case in the Court of Appeals was based by the government attorney on the three following contentions,—

First: Whether or not sweet chocolate was or was not

a candy should have been passed on by the jury and was not a question for the judge to decide.

Second: That the regulation was propounded by the Internal Revenue Department was a reasonable one.

Third: That the Walter Baker Company, having added to each bill of goods the amount collected by the tax, is not in a position to claim reimbursement by the Government.

"The last contention is covered," say the attorneys for the chocolate company, "by the fact that the Walter Baker Company has entered into an agreement to reimburse all its customers for the full amount of tax which they paid. Complete record of the taxes paid by the dealers has been kept by the company and in the event that the case is finally decided in their favor, the sum awarded will be divided among these dealers on a pro rata basis.

The case, when eventually decided, will specifically determine the status of sweet chocolate, either as a candy or as food, and will have an important bearing not only upon taxes which have been already paid to the government under the internal revenue ruling but also upon all future tax or tariff legislation affecting candy.

## CHOCOLATE AND COCOA PRODUCTS

A preliminary statement of the general results of the 1919 census of manufacturers with reference to the manufacture of chocolate and cocoa products, has been issued by the Bureau of the Census.

Reports were received from 48 establishments engaged in the manufacture of chocolate and cocoa products. The products for the year were valued at \$139,258,296. At the census of 1914 reports were received from 36 establishments with products valued at \$35,712,810. The value of the annual production, therefore, has increased \$103,545,486 or 287.1 per cent.

In 1919, 14 establishments were located in New York, 10 in Pennsylvania, 8 in New Jersey, 6 in Massachusetts, 4 in California, 2 in Ohio, and 1 each in Wisconsin, Illinois, Vermont and Connecticut.

## EXPORTERS WIN CHOCOLATE SUIT

**Smith-Eisemann Corporation Gets Damages from the Beacon Chocolate Company in Fight Over Exclusive Export Rights**

The suit of the Smith-Eisemann Corporation of New York, against the Beacon Chocolate Company of Boston for \$79,000, has been decided in favor of the Smith-Eisemann Corporation. The suit grew out of a series of transactions between the two companies over the sale of about \$300,000 worth of chocolate intended for export, this being part of about \$1,000,000 worth of chocolate purchased during 1919 and 1920 by the Smith-Eisemann Corporation through the Beacon Company.

The main point of issue in the case was whether or not the Boston firm had given exclusive foreign sales rights to the New York exporter and the judge in charging the jury indicated that this was the most important issue of the case. The Smith-Eisemann Corporation claimed that it had sustained great losses because the Beacon

Company had refused to place on the labels words indicating that the Smith-Eisemann Corporation were the exclusive export agents for their product.

The most interesting feature of the case was the information brought out in regard to the enormous quantities of chocolate exported to Europe during the period after the Armistice, the sales being made in lots of from 50 to 300 tons at a time. Within a year after the Armistice, the Smith-Eisemann Corporation had sold in Europe 3,600,000 half pound cakes of chocolate, most of which were supplied by the Beacon Company.

#### C. D. HUYLER LOSES \$7,000 SUIT

Mrs. Charles Bates of Harrison, Conn., who brought suit for \$10,000, the statutory limit, against Coulter D. Huyler, the New York candy manufacturer, whose home is in Round Hill, Greenwich, Conn., for the death of her husband, received \$7,000 in the verdict of a jury in the Superior Court recently.

Mr. Bates, with Charles Coupe of Harrison, was riding a motorcycle when an automobile owned by Mr. Huyler and operated by his chauffeur, Redfield L. Forrest, struck the motorcycle. Coupe suffered a fractured leg and other injuries. He also has sued Mr. Huyler for \$15,000 damages.

#### FOOD RESEARCH INSTITUTE

The Carnegie Corporation has announced the election of the two directors who will serve with Dr. C. L. Alsberg at the head of the Food Research Institute which is to begin work at Stanford University on July 1. Dr. Alsberg will direct the division dealing with food manufacture and agriculture; Dr. Alonzo E. Taylor, Rush Professor of Physiological Chemistry at the University of Pennsylvania, will be in charge of the division covering the physiology and chemistry of nutrition; and Dr. Joseph S. Davis, assistant professor of economics at Harvard University, will head the division of economics and food distribution.

The university has just appointed as members of the Advisory Committee: Herbert Hoover; Julius Barnes, former president of the U. S. Food Administration Grain Corporation; Dr. J. C. Merriam, president of the Carnegie Institution of Washington; J. R. Howard, president of the American Federation of Farm Bureaus; Dr. William M. Jardine, president of Kansas State Agricultural College; and George Roeding, chairman of the Horticultural Committee of the State of California.

#### "HOME BREW" NOSES OUT GRAPE JUICE

Home brew and soft drinks of cereal origin are cutting deeply into the unfermented grape juice business, John F. Welch, head of the grape juice company that bears his name, told the Senate Finance Committee recently in pleading for reduction of taxes on his product. With an aggregate storage plant capacity of 11,000,000 gallons a day, he said, twenty American grape juice concerns were turning out only 7,000,000 gallons owing to the competition.

Mr. Welch named the beverages, including home brew, which he said interfered with grape juice markets.

"I suppose part of these are heart exhilarators," interjected Chairman Penrose.

The witness continued the list.

"And raisins," supplemented Senator Sutherland of West Virginia.

#### SHIPPING MORE SUGAR

According to Charles E. Hires, president of the Charles E. Hires Company, of Philadelphia, which handles vast quantities of sugar-cane products, improved port facilities of Philadelphia are showing their effect in the increase in sugar shipments through that port. It is estimated that \$146,656,492 worth of cane sugar was imported to Philadelphia in 1920, compared with \$77,320,766 in 1919.

#### CANADIANS RIVALS OF HEINZ

Plants in Canada making vinegar and pickles engaged capital to the amount of \$3,487,223, according to the summary of the Dominion Bureau of Statistics covering operations in 1919. Three-quarters of this investment was in Ontario. There were 34 plants covered by the report in question, and 16 of these were situated in that province. There were 400 male and 200 female employees and the aggregate wage bill was \$659,663. The total value of the products was given as \$4,267,568, of which \$3,145,669 was from Ontario plants.

The principal products were as follows, with value based on the selling price at the point of production (exclusive of vinegar, pickles, cider, catsup, etc., made in certain related industries, such as fruit and vegetable canning, evaporating and preserving, etc.): Vinegar and cider, 3,509,270 gallons, \$1,183,537; pickles, 689,725 gallons, \$1,170,959; tomato catsup, 294,100 gallons, \$550,029; other sauces and relishes, 1,600 gallons, \$3,450; jams, 1,057,254 pounds, \$134,232; canned vegetables, \$355,755; prepared mustard, \$96,958.

#### SHORTAGE OF MAPLE SUGAR

Those who serve pancakes may wonder why maple syrup has not declined in price this year along with most other food products. The explanation is that the maple trees this year did not yield the usual amount of sugar, chiefly because of the unfavorable weather at tapping time.

In a good sugar year an average of nearly 3 pounds of sugar or its equivalent in syrup is secured from each tree tapped in New York State. This year, according to the estimates of the Department of Agriculture, the average was less than 1½ pounds. Counting a gallon of syrup as 8 pounds of sugar, the total production of maple products in New York this year amounted to only 3,700 tons. Last year 6,000 tons were produced and in the year 1918, 8,900 tons. There has been a similar decrease in the United States production for New York and adjoining States produce four-fifths of the maple products of the country.

#### CANDY CANARDS NAILED IN OAKLAND

The stories which have been circulated at Oakland, Cal., concerning the deleterious character of candies sold in small shops near the public schools are branded as false by the health officials of that city, following a rigid investigation. Dr. Kirby Smith, city health officer, caused a large number of samples to be collected and an analysis of these was made which failed to show that anything injurious to the health of the children was being sold. At the invitation of Dr. Smith a lecture was delivered in Oakland recently by Prof. E. J. Lea, director of pure foods at the University of California, on "The Food Values of Candies."

#### TRY A SUNDAE WHILE 'PHONING

The latest way to beat the annoyance of summer telephoning is to eat some ice cream while you are doing it. Anybody is well aware of how hot it gets in the average booth. It approaches suffocation when there are a long list of numbers to be called.

"Yes," said the soda clerk, "I often have an order to serve a sundae in Booth No. 3. It's kind of a nuisance, but folks are so grateful I can't refuse. And generally they leave me a tip, too."

#### WISCONSIN WORRIES ABOUT MORALS

A bill has recently been introduced into the Wisconsin state senate to compel all tea rooms, candy shops, restaurants, and similar places to remove all booths and make sure that every table is placed in plain sight. According to the proposer of the bill, it is intended "to improve morals within the state."



# Profit in Fruit Beverages

## Fountain Proprietor Can Make Money by Pushing Orange and Lemon Drinks if Care is Given to Proper Buying and Serving

**C**OMMENTING that once upon a time lemonade was a most popular fountain drink, but that nowadays only the circus seems to think that beverage worth pushing, E. S. Powell, in *Confectionery Merchandising*, points to the fact that there is a good profit for the fountain proprietor in drinks made from oranges and lemons. Mr. Powell seems to think that the real reason for the lapse of these drinks from favor was due to the dispenser's dislike for squeezing the juice and getting himself all "mussy." Now, however, invention has placed at the dispenser's disposal machines which extract the juice quickly and with a minimum of trouble and waste.

"Inherently," says the article, "the public is fond of both oranges and lemons, not only in themselves, but as flavors in foods and drinks. This is attested by the large quantities of these fruits used on the breakfast table, in the preparation of desserts and for other similar purposes. It is proved by the fact that circuses make money on lemonade and that the soft drink stands serve orangeade at a good profit.

"Why, then, can't the man who owns a fountain make these fruits produce for him as well? He can, if he pays attention to a few factors which enter into the making and selling of these drinks; he can make them produce more, in proportion, than any other line he serves across the marble slab."

### Not Enough Thought to Buying

One of the chief troubles, says Mr. Powell, is that the fountain buyer has not given enough thought and attention to the buying of his oranges and lemons. It is then explained that both fruits are carefully sorted and graded according to how many of one standard size can be packed in a standard box. In the case of oranges, they are packed 80, 100, 126, 150, 176, 200, 216, 252, 288, 324 to the box. Lemons are graded at 240, 270, 300, 360, 420, 442 and 290 to the box. In commercial parlance the different grades are known according to these numbers, such as "size 80" for oranges or "size 240" for lemons. Certain of these sizes, from time to time, are lower in the market than others, according to supply, demand, juiciness and other factors, and as the fountain man does not have to be particular as to the appearance of the fruit, since it is only the juice which is served, he can always buy at the lowest figure.

Mr. Powell then gives current quotations of oranges: 150, \$4.75; 176, \$4.25; up to 250, \$3.75. Lemons: 270, \$3.50; 420, \$3; 490, \$2.75 and draws the mathematical conclusions that on a box of oranges the fountain proprietor, selling at 10 cents a drink, can make from \$21.25 to \$30.95 profit and a profit of \$54 on a box of size 270 lemons. The question of all other ingredients, it is stated, has been left out in the calculations.

However, these figures seem a trifle optimistic. In the first place the writer admits that no account is taken of spoilage, a big factor in the purchase and sale of fruit and for which the experienced merchant usually allows a margin of 10 per cent. Also, the calculation of the high profits of \$30.95 for oranges and \$54 for lemons is made on the basis of two drinks to each individual fruit. In actual business at present, however, it is not considered policy to designate one half a fruit to a drink. The customer usually wants the fruit cut before him and the

entire juice placed in his glass before the addition of other ingredients. It would seem better to buy the smaller and cheaper fruit and allow one to each purchaser of lemon or orangeade. These fruits at the present time are selling at about \$1.50 to \$2 higher than the prices quoted, which would further cut the profits, but even at that there can be no doubt as to the possibility of making good money from the sale of these drinks.

### Shop Around Among the Jobbers

The following advice is also given: "Go to your jobber for your goods, eliminating the profit which would otherwise go to your corner grocer. When buying from the jobber, though, it is advisable to shop around and get several prices before placing your order.

"As mentioned in the beginning, the public likes drinks made of both orange and lemon—if they can get them. They buy lemonade at the circus, lemonade of extremely doubtful origin, just because it is in front of them. How much more readily they will buy when they can be sure of what they are drinking, when they can see the juice extracted and know they are getting more than a 'floater' on a glass of water of dubious purity.

"Telling the public about their wares at the opportune moment is what sells lemonade at the circus. It is chiefly a question of telling the public you have fresh fruit drinks that sells this line no matter what the weather."

## CANDY TRADE IN GREAT BRITAIN

### Nestle & Anglo-Swiss Company Increases Capital Preparatory to Expanding Operations—United States Dangerous Competitor in International Markets

London, May 25.—With a view to consolidate its position, to further extend its worldwide operations and to meet more effectively international competition, the Nestle & Anglo-Swiss Condensed Milk Company has augmented its share capital by the addition of two million preference shares of £1 sterling each and carrying a fixed cumulative preferential dividend of 8 per cent per annum. The previous or existing capital of the company consists of 400,000 ordinary shares of 400 Swiss francs each, which at the nominal rate of exchange of 25 francs to the pound sterling are equal in English currency to £6,400,000, all of which has been subscribed. There being no debentures or debenture stock, the Nestle & Anglo-Swiss Company's capital is now, including the new issue, £8,400,000, which constitutes it one of the largest condensed milk and wholesale confectionery concerns in the world, with numerous connections which are still growing.

The Anglo-Swiss Condensed Milk Company was originally formed in Switzerland in 1866, quite in a modest way, and in 1905 amalgamated with the Societe Anonyme Henri Nestle, formed in 1876, and the title of the company was then changed to its present one. In addition to owning five large factories for the manufacture of condensed milk, chocolate and other confectionery in Switzerland, the company has carried on the manufacture of milk and milk products in the United Kingdom since 1874, and has now six extensive factories in England. Other factories are situated in New South Wales, Australia and Brazil. Beyond these the Nestle & Anglo-Swiss Company, through holdings in various other companies controls the output of no

fewer than forty-four extensive factories in the United States of America, Canada, Holland, Norway, Spain, Sweden and England.

It is officially notified to the shareholders that the Nestle & Anglo-Swiss Company has recently agreed to acquire several large undertakings owning well-equipped factories, the operations of which the directors consider will be most advantageous.

The most striking and remarkable thing about this trade has been the enormous growth of the imports of condensed milk from America. Prior to the war, American condensed milk was practically unknown in Britain, yet in six or seven years it has advanced from zero to 86 per cent of the total imports and in 1919 had a value of, between 13 and 14 million sterling, Switzerland coming in as only a very poor second.

The export confectionery trade of Britain suffered a serious setback in consequence of the great shortage of sugar experienced during the latter war years, and although some progress has been made in the last year or eighteen months to recover lost ground, the task is a heavy one. It is freely recognized here that in the international confectionery market one of the most progressive competitors is the United States, whose manufacturers have recently sent abroad as part of their sales campaign a statement regarding the superlative quality and purity of American confectionery and the modern methods of American manufacture. Prior to the war Britain supplied the bulk of imported confectionery to Japan; now America holds that favored position, though it is said that ground has been lost because American goods have not always been packed to suit the climate.

There is, however, a good deal of pioneering activity in the trade by British manufacturers, the effects of which will not doubt appear later. Apart from chocolate the exports of boiled sweets and the like have recovered only a part of the setback in recent years.

### ILLINOIS LAW TO BE ENFORCED

#### Division of Foods and Dairies Will Keep Sharp Watch For Violation of the Ice Cream Statutes—All Manufacturers Required to Have Licenses

Ice cream manufacturers in Illinois who have neglected to secure state licenses as required by the pure food laws are going to get into trouble with the Illinois department of agriculture. Through its division of foods and dairies, Chicago, it is keeping a sharp watch for violators of the ice cream laws, and will prosecute and punish them relentlessly.

"Ice cream must not be made for sale without a license from the department of agriculture," says J. L. McLaughlin, superintendent of the division, in an official statement. "We want that thoroughly understood. It doesn't apply to churches, charitable institutions and so on, making it occasionally, but it does apply to everybody else. If you are manufacturing ice cream without a license you are breaking the law of the state and are liable to a stiff fine.

"As for materials, the dairy and food law defines ice cream very clearly and states what must be used in its composition.

"All ice cream must contain the legal per cent of butterfat, and of other solids not butterfat.

"Sugar must be clean and wholesome, milk and cream fresh and pure.

"If other substances, allowed by law, are used, such as eggs, gelatine, nuts, fruits, etc., they must conform to the pure food regulations. So must all coloring and flavoring matter.

"Some manufacturers—ignorant, careless or greedy—have been using unfit materials," Superintendent McLaughlin continues. "They have tried to get by with milk that was below standard; rancid, wormy nuts; unripe, mouldy

or decaying fruits. It doesn't pay. Sooner or later our inspectors discover them, take them into court and impose fines that more than wipe out all their dishonest profits. Sooner or later that will happen to every individual or concern operating without a license or turning out an unsanitary product.

"It is a question of protecting the health of the public."

### SHERRY, INC., LOCATES IN BALTIMORE

Headquarters, Candy Manufacturing Plant and Retail Stores to be Opened There—Production to Begin Soon in Factory Planned to Accommodate 500 Workers

Baltimore, Md., is to become a link in a new chain of candy stores, having been selected as the headquarters for the newly incorporated concern of Sherry, Inc., to manufacture the candies to be turned out by this company and as the location for some of the contemplated stores, restaurants and tea rooms which are to be established throughout the United States under the name of Sherry. The corporation has obtained an option on the plant and expects to employ about 500 persons. Production of candy on a limited scale is to begin within the next few weeks. The officers and directors of the company are: Robert E. Sherry, only son of Louis Sherry, former restaurateur of New York; Charles G. Guth, president of the Chocolate Products Company and vice-president of the United Retail Candy Stores; Victor Vivaudou, of Paris and New York, manufacturer of the perfume named after him, and J. M. Kenney, formerly of New York, president of the Machine Clearing House Corporation of Baltimore. Sherry, Inc., is a close corporation with its operating capital of \$100,000 paid up in full.

### LAMPBLACK CANDY KILLS CHILD

"Licorice" Sold by Wholesalers to Retail Confectioners at 10 Cents a Pound Results in One Death and Poisoning of 13 More—Police Investigate

Licorice candy made of lampblack and sweetening substance and sold to the retail trade at less than ten cents a pound was responsible recently for the death of one child and the poisoning of thirteen others in Chicago. The poisoning charge was made when the coroner began investigation of the sudden death of Raymond Doolittle, four years old. After some testimony had been heard the inquest was continued until physicians could make a complete analysis of the child's organs and also test samples of the sweets.

Investigation made by the police showed thirteen similar cases of poisoning in the immediate neighborhood of the Doolittle home and physicians and nurses were rushed to all of the sufferers. It was said that all of the children purchased licorice candy at the shop of Alex Carlson. The charge that the candy consisted principally of lampblack was made by Dr. Ella Ludden, who attended the Doolittle child.

Carlson admitted that he had been selling large quantities of the candy to children of the neighborhood, but said he had received no previous complaints concerning it. He added that he had purchased the candy from a wholesale house at less than 10 cents a pound.

### SODA FOUNTAIN IN EGYPT

Alys Selim, a druggist of Cairo, Egypt, visited this country during the early part of this year and placed orders for a large quantity of soda fountain supplies, including ice cream machinery, for his new store in Cairo. He also ordered a fountain from Robert M. Green & Sons, which has recently been shipped. It is a complete outfit with counter service, and the inhabitants of Cairo will soon have the pleasure of being served with ice cream sodas made in the good old American way.

# The Soda Fountain Employee

## Formulating a Policy Which Will Ensure Permanent, High-Grade and Satisfied Help—The Problem a Difficult One in This Industry

By M. P. A. HOGEL

THE attention of the writer has been attracted several times recently by advertisements of well-known, prominent firms who have advertised their entire soda fountain equipment for sale. This has caused wonder and even astonishment.

In one case, for example, the soda fountain of a prosperous establishment had been supplemented by a most attractive tea room equipment, where luncheonette service was offered. The foods were excellent of their kind, and were prepared in the kitchens especially fitted out for this purpose on the second floor.

The head of the firm had been optimistic that with the coming of prohibition, a substantial amount of business increase would be noticeable. It is true that at previous times he had been discouraged and had even tried the experiment of leasing outright the fountain and tea room departments, thinking thereby to be assured of a fixed income without the expense of operation.

With the coming of prohibition, he once more took over the management himself—and then the next step was the advertising of the whole layout to be sold. It was not difficult to read between the lines, and an interview with the gentleman in question proved that these surmises were correct.

The soda fountain department showed some profit to be sure, but it also represented a tremendous amount of annoyance and loss, due to incompetent and unreliable help. This gentleman was frank to say that he may have been playing in hard luck, because now and again he had drawn a prize. But always a war came, or something offered more money that he could afford to pay, or a reliable helper was taken sick. Anyway, he was always left in the lurch.

### Chasing Returns to Cover

Now this man, and, doubtless, others, is perfectly honest. He acknowledges that there is good money, in fact, most attractive returns, in the soda fountain business, but that he has grown discouraged trying to chase those returns to cover and to prevent their being eaten up by "free boarders," or wasted.

We might ignore this contention and get rid of the argument by charging inefficient management, unusual circumstances and location, unfamiliarity with the business, etc., etc.

But really none of these explanations are fair because they do not apply. This man is experienced, has been earnest and persistent, and for reasons which seem perfectly good to him, he has decided to abandon the trade which he has built up through eighteen or twenty years of effort. Is he wise or is he foolish?

Perhaps it is not worth-while for us to answer or to attempt to answer that question, for so many conditions will enter that there is danger of unfairness. However, it is certainly timely to discuss the matter of help from the standpoint of efficiency, permanency and dividend-paying capacity. We have a right to consider these matters. In fact, it is our duty, for the perpetuation of our business depends upon the sort of assistants whom we are able to get.

During war times everyone was short-handed and bore the situation cheerfully, knowing that it was necessary and hoping that it was temporary. Help was scarce and

naturally high. Now, however, every newspaper regales us with accounts of large numbers out of work and depression on every hand. But people who received large wages during the war find it unpleasant to accept less, or to adapt themselves to conditions of longer hours. We are still witnessing strikes for shorter periods of service and more pay, so we begin to wonder if there is any real relief in sight, for so many who need work want to pick and choose and are not ready to do what they can.

### Difficult Policy to Formulate

The man who makes money in the soda fountain business today must try to organize a policy of management which does not force him to live from hand to mouth as far as his help is concerned, and just what that policy ought to be is difficult to determine, because conditions vary so in different places.

But a few foundation principles may be laid down with reasonable certainty. And these principles must be lived up to or the fountain department, like any other department in the establishment, will become an annoyance and will represent scanty profits where ample ones should be forthcoming. So let us recognize that we have problems and be ready to solve them.

*First*, a thoroughly business-like system of buying, taking care of supplies, and keeping track of returns, which is practical and reasonably simple, must be adopted.

*Second*, the method of collecting taxes must be worked out and simplified until such time as relief is obtained by repeal of such taxes.

*Third*, adequate compensation must be given to soda fountain workers to make permanency desirable, and to insure a high grade of service.

*Fourth*, each employee must know exactly what his duties are and some one person must be in power with authority to see that these requirements are carried out.

*Fifth*, nothing should be left to be taken for granted. The rules and regulations as to the privileges of employees to eat and drink at the fountain must be clearly understood, and these rules must be strictly adhered to. If employees have the right to eat and drink and treat their friends, let there be an understanding to this effect. If they are to pay cost price, or to have the privilege of a discount on what they take for their own use, that too must be understood.

*Sixth*, fountain department workers must be imbued with the idea of the importance and dignity of their task. They should be given the best literature on the subject, encouraged to read and study it, and praised where praise is merited.

*Seventh*, the advertising must not be spasmodic. It must be intelligent and regular.

*Eighth*, the equipment must not be allowed to get out of date, but kept modern, clean, and attractive.

*Ninth*, a regular inventory must be taken at least monthly. It will be better if it is done weekly, and comparisons of results worked out.

*Tenth*, if one manager of the fountain cannot produce results, there is someone else who can. Find him!

### Adapted to Any Business

Now there is no one principle laid down among the ten which will not apply with slight adaptation to any business, proving that the soda fountain is not peculiar

in any sense, but is subject to success or failure according to surrounding conditions. When one views the enormous number of soda fountains in operation and takes into account the comparatively few which are discontinued, it is encouraging and tends to prove that the soda fountain industry is sturdy, and if given half a show, will thrive.

One of the times when employees are encouraged to do their best is when they actually see results and appreciation of results. For this reason, it is desirable to keep the head dispenser in touch with what the fountain is actually earning, and perhaps to add a bonus to his regular salary, or a commission on all business done over a certain amount, or to provide some other incentive which will not allow him to fall into monotonous ways.

Think about it and you will agree that a department of business which can be made to yield such wonderful dividends ought not to be sacrificed without every effort to keep it at flood tide.

#### DIES PROTECTING FIRM'S MONEY

Frank W. Connelly, a 74 year old cripple, with only one leg, was shot and killed recently fighting two bandits on the loading platform of the Anderson & Goodman Ice Cream Company plant in Chicago.

Connelly sold ice to peddlers. He had more than \$200 of the company's money when the holdup men sprang upon the platform, revolvers pointed at him.

Connelly was alone. Old, infirm, he lacked everything save courage. But he did not falter. He struck at the foremost of the two, then reached for his revolver. There was a shot. Connelly died a little later, his revolver in his hand halfway out of his pocket, the company's money safe.

"They've been after him a long time," said Connelly's daughter, Mrs. John C. Emery; "they've got him at last. Two colored men tried to hold him up some time ago. He fought them off."

Connelly had been employed by the ice cream company twelve years. Despite his age and his wooden left leg, he was one of the most energetic employees of the firm, according to his superiors.

#### OWENS BOTTLE CO. REPORT

The Owens Bottle Company, for the first quarter of the current year, reports surplus income after all charges and Federal taxes of \$503,189, which after deduction of preferred dividends was equal to 76 cents a share on the \$11,037,575 of common stock of \$25 par value issued. In the first quarter of last year, income available for the common stock amounted to \$917,650, the equivalent of \$1.77 a share.

Gross manufacturing income in the quarter ended March 31, 1921, amounted to \$649,412, while other income increased that amount to \$933,869, compared with \$1,421,093 in the same quarter of 1920. Operating expenses this year were \$365,680, while Federal taxes called for \$65,000, leaving a surplus of \$503,189.

#### BOSTON EX-BARTENDERS MIX SODAS

Opening of the soda fountain season finds some of Boston's best known ex-bartenders mixing ice cream sodas and other soft drinks. A large proportion of the former attendants in the saloons seem to have shaved off their mustaches and dived into the "soft drink" places.

"The soda fountain pay is good and the work is pleasant," declared the man who formerly mixed drinks at a hotel bar; "but I miss the sociability. In the old days men came in for a glass of beer or a highball, and would stop to discuss politics or baseball. But nobody ever leans up against a soda fountain to gossip with the clerk."

#### TEN WAYS OF PLEASING SODA FOUNTAIN PATRONS

1. Greet the patron pleasantly with a "good morning," or "good evening," and if possible use the customer's name, but be sure that you have it correct.

2. If the customer has any particular flavor preference, as, for instance, strawberry, try to remember it and make note of it with such a suggestion as, "We have some fine, fresh strawberries this morning," or "We have something new in peach parfait. I believe you would like it!"

3. Do not attempt to hurry a patron in making a selection, although a helpful suggestion is in order.

4. Remember to handle glasses, dishes and servers in a skilful and refined manner. A customer does not like to have her order skated across the counter at her and at the imminent risk of some of it being slopped over on a new spring gown. Put the dishes down silently.

5. If the customer wants a beverage sweeter or finds it too sweet, or remarks that it is insufficiently chilled, make immediate and pleasant effort to correct what is wrong.

6. Give proper attention to apparatus and supplies so that soda water will be fully carbonated and thoroughly chilled. Have everything else as nearly right all the time as it is possible to have it.

7. Everything about the soda fountain department should be so clean, orderly, and attractive as to inspire confidence in quality and service. And the dispensers themselves should be so well-groomed, attentive, and business-like as to make it a pleasure to be served by them.

8. Keep everything in the form of preparations, work, material, and all necessary cleaning, as much out of the sight of the public as possible. The public is not interested in the machinery, but rather in what the machinery produces.

9. Learn to see and to hear what goes on, on the other side of the counter, so that you can learn at once what is pleasing and what is failing to please. To ignore the customers' likes and dislikes is to lose business.

10. Make it your business to know what your competitors are offering and their points of superiority, then be ready with what is equally good, or if possible better. Let the public know what you have prepared for its enjoyment, but never cheapen yourself by knocking the service or goods of anyone else.

#### ICE CREAM UP TO STANDARD

Tests of ice cream sold in various places in St. Petersburg, Fla., are being made by Dr. W. A. A. Wynn, city food inspector, and he finds that the product being put out is up to the standards. He proposes to test all the ice cream sold in town. One lot of ice cream tested recently showed 14 per cent which is considerably above the standards required by the city ordinance.

# The People With Money to Spend

The Soda Fountain, Formerly Patronized Chiefly by the  
Younger Generation, Now Has Opportunity  
to Go After the Trade of the Adults

By FRANK H. WILLIAMS

WHEN the saloons were running and before the soda fountain had become established as a great American institution, the chief patrons of the fountain were young people. But now, with prohibition in vogue and with the soda fountain firmly established, the patronage has reached the point where older people are among the best customers that a fountain has. In fact, the more older people who patronize a fountain, the more the young will feel that it is a good place and give their patronage to the fountain, too. So it is a good thing for the fountain to secure the patronage of older people, not only because they give stability to the fountain and tend to attract the younger set, but also because they have plenty of money to spend and will spend it freely.

One of the best ways of attracting older people is by appealing to them as being young in heart and staying young in appearance. And a way of getting this idea across is by means of cards in the store's show window. For instance the store might use a card reading like this:

"THE SODA FOUNTAIN IS THE FOUNTAIN OF YOUTH.

"At the soda fountain we all renew our youth.

"Drinks and dishes that put pep into people, that build up the nerves and that make folks feel fine are served at our fountain in great quantities. Come in and try our 'Youthful Pep,' a snappy lime drink. You'll like it. It you are young, stay young. If you are older, keep feeling young."

## Would Attract Attention

This sort of a card would attract attention especially if the store would place signs in its show window bearing the words "YOUTHFUL PEP" in large letters of different colors. If each of these signs contained a painted reproduction of a glass of "Youthful Pep," the advertising value of the stunt would be that much enhanced.

In emphasizing the youthful appeal in selling the soda fountain's wares the store should see to it that there is always a youthful touch to its advertising and to its show windows. In addition to the advertising suggested above, the store might arrange a show window containing photos of some of the local high school students. It would be a simple matter to secure some class photos or individual high school pictures. Then, with these photos, the store might use a sign reading:

"THIS IS THE NEW SENIOR CLASS AT THE LOCAL HIGH SCHOOL.

"Quite a snappy looking bunch of young people, isn't it?

"A large percentage of all the young folks who are seen in this picture are patrons of our fountain.

"And, judging by previous experience, they will continue to be our patrons when they have grown up, married, raised families and become older in years if not older in spirit.

"We say this because we have watched other high school classes go out into the world to make their way and we have found that the snappy individuals in the classes—those who keep young in heart and in spirit—always keep on patronizing our fountain.

"Our soda fountain is the fountain of youth, apparently. "Come to it and retain your youth."

A card of this kind should make some of the older people who have gone through the local high school feel like coming to the store and patronizing the fountain.

## List of Occupations

Another way in which the patronage of the adults could be secured through an appeal to their desire to remain young would be to make a list of the occupations of some of the regular customers and to place it in the show window or on the mirror behind the fountain, with the following caption:

"WHAT SOME OF OUR PATRONS DO.

"We made a list of the businesses of some of our older soda fountain patrons the other day, just for the purpose of seeing how widely diversified are the occupations of those business men and business women who are our regular customers.

"Here's the list of occupations of patrons who patronized our fountain during a single day:

"Auditor.

"Automobile salesman.

"Architect.

"Barber.

"Banker.

"Broker.

"Baseball Manager."

(The list might be continued indefinitely.)

"Perhaps YOUR occupation is among those of this single day's patrons of our fountain.

"If your occupation is here you will know that you will feel perfectly at home at our fountain. If your occupation is not listed here, come in and tell us about it. We want to get patrons from all the various occupations in this city.

"Of course there's a reason why so many different and alert business men patronize our fountain. That reason is that our drinks and dishes are right. The atmosphere, too, is the youthful, zestful air that makes you feel young and enthusiastic.

"Come in and patronize our fountain. You'll find that to do so will make you feel young again."

Many men would be interested in stopping in front of the window containing a long list of this character and in finding their own particular occupations on the list.

The same sort of a list might be used in the store's newspaper advertising with much the same line of copy and, in addition to this, the store might ask the readers to check off their own particular occupations on the list or to add the name of their occupation if it is not listed. In the latter case the readers might be asked to come to the fountain and tell about their occupation so that it could be listed along with the others.

All older people want to be thought young, and they will patronize the store which has the reputation for securing the patronage of all the youthful-spirited and youthful-looking older people.

### 1,000 "SOUR BALLS" A DAY

**Philadelphia Confectioner Revives Popularity of "All-Day Suckers"—Planned to Attract Attention for a Week, His Customers Refuse to Let Him Stop—Orders from 13 States**

When the owner of the Rite Candy Shops of Philadelphia searched his mind for something new to feature he finally settled upon something old. The delectable jaw-breaking sour-balls of his youth he remembered with joy. Perhaps people would still like them. He made a few and put them in his window. The second week he sold 7,800 of them at ten cents apiece. At the end of a month he is still selling a thousand a day, 6,000 a week!

"Novelty," says he, "is especially important in the candy business. The sourballs are so old that they are new to most people. I thought they would attract attention for a week or ten days and then I would drop them and think of something else. People won't let me drop them. I have orders here from thirteen States to send sourballs by parcel post. Some of them are orders for two or three. One man ordered a dozen of each of the seven flavors. Some are sent to children in hospitals, for the candy is pure, and the unusual size is attractive. Some of them are sent as jokes, but the joke is on the sender, for in a great many cases the recipient likes the candy so well that he comes to the store to buy more.

"Clerks come in at noon to buy them to take back to the office. The boss sees them and that means another order. The head clerk at one of the big hotels called me up the other day and told me I'd better come over. He had something to show me. I went over and on a lounge in the main lobby were two girls contentedly sucking sourballs."

To really appreciate this, you should see the sourballs made by the Rite Candy Shop. They are two inches in diameter and weigh two and a half ounces apiece. Some of them are made as round and as hard as cannon balls and some of them are flattened out and put on a stick like lollypops. It was the lollypop variety that the fashionable young ladies were sucking.

All of them are made of pure, clear candy, flavored with lemon, orange, peppermint, licorice, anise, teaberry or lime. "Customers would buy them once," says Mr. Wright, "just for the novelty. But if the candy was not of good quality they would not come back for more. They have not only sold well themselves, but they have helped in the sale of the more expensive candies and salted nuts upon which we specialize. People come in for the sourballs and see the other things.

"I have a tray of sourballs in the window at 10 cents each. Next to them I have bags of salted nuts at ten cents and fifteen cents, and pound boxes of salted pecans at \$2.50. One customer may be a man in overalls who is just off a window-cleaning job, another may be the man who owns the building where the window cleaner has been working. Quick service, high quality, fair prices, appeal to both of them. The display of small packages tells the man of limited means that we want his trade. The quantity packages and high quality tell the rich man we want his."

### THAT INVALUABLE BUBBLE

All hail, CO<sub>2</sub>, carbonic acid gas bubble, friend of the soda fountain man! The American constitution is in a fair way to become saturated with it. Not the document signed by John Hancock, but the constitution which gets run down every spring and has to be perked up with cod liver oil. Carbonic acid gas, as every fountain man probably knows, is made from coke, and it is probably the most versatile servant that mankind has. Besides putting a kick in ice cream soda and lemon phosphate, it is found

in all fire extinguishers; it is used to harden steel; and it is used in making sugar, to remove the lime from the juice of the cane. It is a refrigerating agent and also is used in making bicarbonate of soda, the substance one takes for indigestion. Finally, it forms one of the chief curative agents used in the baths at such resorts as Nauheim in Europe and Saratoga in this country.

Manufacturers of carbonic acid gas in the United States say that they have doubled their output in the last year because of the greatly increased demand for carbonated beverages. At present, in round numbers, carbonic acid gas enters into 375,000,000 gallons of beverages in the United States. Figuring on 16 drinks to the gallon, you have 6,000,000,000 soft drinks as the approximate consumption a year here. That makes 60 sodas apiece. One plant on Long Island has a capacity of 40,000 lbs. of gas a day.

### BUILDING BUSINESS WITH BUTTERMILK

**Dairy Scene of Papier-Mache Cow and Milkmaid With Churn Sells 80 Gallons of Buttermilk Daily For Cincinnati Luncheonette Proprietor**

Buttermilk has never risen to the point of being a universal drink,—such as milk, coffee, tea, soda-water; and with all but a few persons it is still a beverage taken on rare occasions. Because of this element of novelty attaching to it, a high grade soda and luncheonette establishment in Cincinnati resolved, not long ago, to use it as a "leader."

To accomplish this an attractive window display was created as follows:

A worker in papier-mache was located without very much difficulty, and he built, of the largest size to fit in the window, a piebald dairy cow, and a local toy store was induced to loan a doll of such size as to make a very proportionate milk-maid. Then the handy man of the place built a diminutive churn from odd bits of wood, and meanwhile the char woman, who cleans up after hours, fashioned a sun bonnet and gown such as one might expect on a Mid-Western milkmaid. From a neighboring feed store an armful of hay was obtained in exchange for a container of buttermilk.

The window trimmer of the establishment stood prepared then to assemble the array, and now, as a result, bossy stands in the hay of her improvised stall, looking out through the glass of the window while the milk-maid stands near, plying her butter churn. A bit of a placard, attached to a stick,—much as signs are raised at the roadside in the country,—announces: "Creamed Buttermilk for only five cents."

People attracted by this display drank an average of eighty gallons of buttermilk a day all the days the dairy scene held the window. In addition, a daily average of three hundred bottles of sweet milk was consumed by those, who, having come once for buttermilk and remarked the service for the other beverage, resolved to return.

### ICE CREAM ENTICES TO THE THREE "RS"

Ice cream used as a nutrition test has increased the attendance at the Cumberland, Md., schools. When we were young peach tree limbs had the same effect in increasing school attendance, and keeping down the tax rate.

### CANDY JOBBERS TO ORGANIZE

Fifteen representatives of the confectionery industry met in Cleveland, recently, to form a national organization. They represent, it is said, more than 4,000 jobbers. Iverson C. Wells, editor of the Candy Jobber, of Chicago, presided.

## New Twist to the Dairy Lunch

Vancouver, B. C., Firm Catches Public Fancy With Novel Store and Advertising—Getting 4th of July Trade

By W. B. STODDARD

THE dairy lunch is no longer a novelty, but there is a firm in Vancouver, B. C., which has given a new twist to the sale of dairy products and has caught the public fancy. It is rapidly creating a name, a reputation and a competence for the originator of the idea.

When the saloons went out of business the proprietor of this dairy luncheonette saw a splendid opportunity and leased a former bar-room located in the heart of the business district. He tore out the entire front of the building, placing at the entrance in summer a wide, simple, fretwork archway, through which the entire interior of the store could be seen by passersby. The bar, with its background of mahogany framed mirrors, formed a very convenient dispensing counter. On the walls were panel paintings, showing herds of cows. Nothing but milk products are served here, and despite the open front, there is no more sanitary spot in the city. Cheese, eggs, and butter are shown in glass cases at the end, while the ice cream, sweet milk and buttermilk are kept in large containers beneath the counter. A cool and rustic appearance is given by the hanging baskets and vines which partially cover the front of the "Milky Way," as the place is known. All along one side of the shop are placed little tables and chairs for the convenience of hungry and thirsty patrons. Everyone steps up to the counter and orders what he wishes from printed bill of fare, taking it with him to one of the tables to dispose of at his leisure.

### Catchy Signs on The Wall

One of the greatest factors in publicity is the large number of catchy signs hung on the wall and displayed on bulletin boards at the entrance. At one side these cards read:

#### THE MILKY WAY IS THE ONLY WAY

Plain Milk Shake 10c. With Ice Cream 20c.

This is a Meal—Egg Nogg, Malted Milk, 25c.

Milk is the Ideal Food.

Sweet Milk 5c Half-and-Half 10c. Cream 20c

Fifty-Fifty, 10c Per Glass

It will soon be our National Drink



At the other side of the entrance the bulletin read:  
GET YOUR DOWN TOWN DAIRY LUNCH HERE

Cream Cheese Sandwiches, 10c

EVERYBODY LIKES ICE CREAM

From Baby to Grandmother

Ice Cream Bricks, 25c.

Take Some Home

BUTTERMILK—THE HEALTH DRINK

Ask Your Doctor.

These signs, printed in bold black type, catch the eye of the throngs on the busy street and suggest the deliciousness of dairy products for a lunch on a hot day.

Over a glass case in which butter on ice is displayed, there is a card: "If Bread is the Staff of Life, Butter is the Golden Knob." A card of advice to parents says: "Don't skim the milk for the children. Let them have it with its cream. Plenty of it makes them grow. It gives them rosy cheeks, bright eyes, strong bodies and active brains."

The Milky Way is an all year around proposition, as milk lovers want their favorite beverage in all weathers. Then, too, the sale of butter, eggs, cheese, cottage cheese and ice cream is equally brisk in winter. As soon as the weather begins to turn chilly big glass doors are put in, so that the place, while being made warm, is equally light and inviting.

### Getting the Fourth of July Trade

E. T. Hyatt, realizing that his fountain was his best summer holiday attraction, prepared for the Fourth of July trade by having slides run in the moving picture theatres of his town, both preceding the day and at the matinees on the Fourth itself. He showed a huge glass



of soda and a tempting looking sundae, with the caption: **WHEN YOU'RE WARM YOU WANT TO GET COOL.**

Get a big dish of ice cream, or a delicious fruit sundae at **HYATTS**

Try our special Independence Day Sundae on July Fourth.

It's big and cold, and sweet, and dainty, and altogether delicious.

On the Fourth the entire audience was urged to "Try a Special Independence Sundae Today." This sundae was of simple construction. The originator knew that the sweet and cloying syrups that are appreciated in the winter would not make much of a hit in July, so he made a base of fresh peaches, placed on this a cone of vanilla cream, surrounded it with fresh strawberries and stuck in the top a small flag. With this was served a napkin stamped with a flag, a pin for fastening the little flag to the coat, and a small glass of cold water. None of these cost much, but it was the attention to small details that got him the trade. A man that would go to so much trouble on a busy day was a man well worth patronizing on other days, was the consensus of opinion.

"Of course a tray was not used when the sundae was served at the counter," said the head fountain-man, "that would have been ridiculous, and would have cluttered up the place so that few could be served to advantage—but the other little accessories were handed out just as to table patrons. It necessitated careful planning in advance, additional help both in serving and cleaning—stacks of trays, napkins, spoons, glasses, etc., where we could put hands on them at a minute's notice. In this way and by keeping a dish washer constantly at work, we never ran short on any of the accessories of a good, cool, sanitary serving. Special instruction was given the dish washer regarding the appearance of the glasses and dishes he turned out, and everything was as bright and shiny and dry as though one, instead of fifty people, was waiting to be served." It is to be hoped that the words of this fountain-man will be taken to heart by the merchant who thinks "any sort of dishes and services will go" on a busy day. It will; but the law of diminishing returns will surely apply on subsequent days.

#### Special Catering for Children

The children need special catering on the Fourth of July. They have been deprived of their firecrackers, and they want a substitute. The love of candy is universal, and by giving them this, put up in a novel way, it is easy to win their trade. Kratz, of Chicago, had a window display preceding the Fourth that made many sales for him. The window was arranged in a series of steps, covered with red, white and blue silk. In the rear was a large sailor doll, holding a silk flag, and on either side were pictures of U. S. battleships in frames of red, white and blue. Scattered all over the window were toy telephones, filled with candy, a card in the midst suggesting: "Hello—Get a Telephone Filled with Delicious Candy for Fourth of July." Another card announced: "Whenever you see one of these little telephones on the table you are reminded of the fact that by telephoning Kratz you can secure the most delicious ice cream and confectionery in the city."

#### PHILADELPHIA SELLS CREAM BY WEIGHT

Philadelphia has a nation-wide reputation for slowness which may or may not be deserved, but in the matter of selling ice cream it is thoroughly up with the procession. Some of the Philadelphia stores have begun selling ice cream by the pound instead of by the pint or quart. The change was made at the suggestion of the Bureau of Weights and Measures, after it was found that certain types of pint and quart measures left a

hollow core at the bottom, if not packed with great care. Fourteen ounces constitute an official pint.

This change suggested by the Bureau of Weights and Measures with the idea of protecting the customer should work out to the advantage of the retail seller of ice cream, for those stores which are selling by weight will no longer be obliged to worry about shrinkage. If the ice cream comes into the store weighing 112 oz. to the gallon, it will give the full eight pints when sold by weight, barring the small but inevitable loss which is sustained in weighing out the eight separate portions, each of which is sure to run from half an ounce to an ounce over weight.

#### NEW YORK DRINKS MORE MILK

**Soda Fountains Cooperate With Department of Health in Popularizing the Use of Fresh Milk as the Most Healthful and Beneficial Summer Beverage**

Under the auspices of the Department of Health, New York observed the week of June 6th as Milk Week. The idea of The Commissioner of Health, Dr. Royal C. Copeland, was to popularize to as great an extent as possible the use of milk as a beverage. Its use was urged on the ground that it is the most healthful as well as most nutritious summer beverage and that nearly everyone could enjoy better health if they would drink more milk. Children especially were induced to drink milk more freely and, to assist in the publicity, Dr. Copeland and the Mayor drank a quart of milk daily at lunch time at one of the city milk stations.

The soda fountains were important agencies in the campaign and most of them assisted to the best of their ability by pushing during Milk Week the numerous fountain beverages which contain milk as the base and most important constituent. A pronounced increase in the consumption of the milk drinks at the fountains was noted and there is reason to believe that the results of the week may be felt throughout the summer in the form of greater popularity for milk shakes, malted milk drinks, etc.

One interesting result of the campaign in favor of milk drinking has been the establishment by many parents of credits for their children at a convenient fountain. One proprietor stated that the fathers of five boys living in the neighborhood had been in and handed him a dollar or more each, with directions that their young hopefuls were to be regaled upon demand with all the milk they could put away, and an occasional doughnut on the side. But, alas for the boys, the credits are not elastic enough to cover ice cream, cakes or candy. It is to be expected that those youngsters will be earnest advocates of a financial reform leading to the establishment of a more flexible credit system.

#### IMPORTED ICE CREAM TROUBLES UTAH

From Utah comes the complaint that great quantities of inferior ice cream are being shipped into local markets from Colorado and California. John A. Israelson, of the Dairy and Food Bureau, announced that this foreign ice cream is flooding the Utah markets.

Utah has unusually high requirements for ice cream, 14 per cent butter fat being taken as the standard for straight ice cream while fruit ice creams must contain at least 12 per cent butter fats. In other states the requirements are usually between 8 and 12 per cent butter fat, and the ice cream which is being brought into Utah is, according to Mr. Israelson, far below the Utah standard. Little fault is found with the ice cream manufactured in the state, the complaint all being in regard to the outside cream.



## Summer Sense for Soda Fountains

Remember That a Customer's Temper Is 50 Per Cent. Shorter in Hot Weather, so Plan to Give 50 Per Cent. Better Service

By HENRY F. ALBRIGHT

THE summer months, with the temperature trying to knock the top off the thermometer, always mean increased activity at the soda fountain. Hot and weary humans may find it possible to do without heavy food during warm weather. They may even reach the law's limit in cutting down on clothes. But there is one place they refuse to pare their budget and that is on the item of cold drinks at the fountain. More than that, they want the soda fountain delicacies not luke warm, but iced to the proper refreshing degree and neatly served.

This means worries galore for the fountain man, for after all the fountain dispensers and the sales people are just human beings. They, too, feel the hot weather. A natural result is that the soda fountain workers' morale tends to slump a bit.

The wise fountain man does not wait until summer to plan his campaign. He tries to develop the proper summer sense before hand. Important factors in acquiring it are strict scrutiny of the items of ice, electricity, tables, and dishes.

Electricity has been a first aid in getting speed and deftness of service at the fountain. Grating and slicing machines, cream whippers, dish-washing equipment, lemon and orange juice squeezers, malted milk mixers run by electricity, mean a quick and uniform fountain service that it is impossible to duplicate by the old hand methods. And fortunately machinery morale is not affected by the vagaries of the thermometer.

So, though it may at first look like a sizable expenditure, in the long run it is a wise economy to put in plenty of tested labor saving devices at the fountain. It makes it possible to take care of the crowds of the rush hours in rush tempo with a minimum of delays and annoyances.

Electric fans should have a prominent place in the store equipment, not only because they are a practical way of keeping a cool store temperature, but because they have a good psychological effect, if you please. The sight of a piece of ice, a cool strip of lawn, a breeze from a fan—we have through many torrid summers looked upon these items as promising coolness. We even feel more comfortable just to see them in the distance.

A man willed as to collar and disposition resents paying ten or fifteen cents for a drink that has to be imbibed in a hot, stuffy store. He would rather stand for an additional tariff of a few cents and be comfortable. A few electric fans judiciously placed are more than worth their keep in advertising value.

Often a window or two cut in the back wall of the store will provide ventilation that makes it easier to air and cool the store. In a large city block it might prove impracticable or impossible to do this, but in most small town stores, cross ventilation can be arranged for in this way. It is an item that is frequently overlooked and is just as frequently responsible for heavy bills for electric fans. One would not attempt to air a house and keep it ventilated just by opening the front door. The system does not work any more satisfactorily in a store.

The next item holds an important place in the expense column and also on the profit side of the ledger,—ice. The free use of ice does make the cost of doing business

total up to a big sum, yet ice and plenty of it is indispensable to the successful business of the soda fountain during the summer months.

That's an old story you say? Everybody knows the value of ice. Yes but everybody sometimes knows the old story so well that he forgets to keep it in mind. Familiarity breeds contempt.

Just recently we ordered ginger ale at what we had always considered a well-conducted soda fountain. Perhaps the ice man was late and they were running low. Possibly they thought the ice item was the place to begin paring expenses. Anyhow the girl brought the bottle of ginger ale and a good-looking, thin glass. In the bottom of the glass was a microscopical piece of ice. It melted away before the glass was half filled with the luke-warm ginger ale. Peeved? Sure we were. We are human too, just like the other ninety-nine per cent of the run of customers at the soda fountain.

It is profit-paying summer sense to see that the order goes forth to serve cold drinks cold. Don't waste ice, but, in the name of business wisdom don't skimp, either. The frosted bottle and the tinkle of ice in the glass have gloom dispensing properties, and serve to coax additional dimes and quarters from close-locked pockets.

Then, too, it is well to recall that people are finicky in hot weather. A slight smear on a glass, a sticky table, syrup running down the side of a tumbler; these are never especially pleasing sights. But in hot weather they become doubly annoying. If there is one time we need fountain service spick and span, it is in June, July, August and September.

We may get by with slipshod service once in a while during the remainder of the year, but the hot days bring an impatience that finds a welcome vent in kicking on the least slip in service.

The experienced hostess gives her table and house a close scrutiny before the arrival of the expected guests. The fountain man might well take a tip from her. Keep after the dispensers to get the habit of cleaning up as they go along, being especially careful that the tables are wiped dry.

Suggest that the fountain men and sales people keep an eye on the glasses and spoons. And while it is not a pleasant subject to talk about, it is worse to have to look at some of the cloths used to wipe off the tables. Use cloths that are clean enough to suggest that it isn't so very long since they saw the wash-tub.

Just the other day, we saw a girl wipe up a table with a cloth that looked as though it had done service since the store was first established. A well dressed woman at the next table eyed the procedure with all too obvious disgust.

We get used to anything if we see it often enough. Customers might get used to the sight of these disreputable table rags if the customers saw them often enough. Chances are, though, that the customers won't come back. They decide that one look is enough. Women especially will appreciate the evidence of plenty of soap, hot water and clean cloths at the soda fountain.

Doubtless few fountain men nowadays need to be reminded of the necessity of furnishing tight-fitting screen doors and screened windows in the store. But there

are still a goodly number who need to be reminded that it is well to be generous with screens.

Flies, cats, dirty aprons and sticky tables are bad advertisements for the fountain trade at any time. They are, during summer days, sure fire death for business.

After all, summer sense to a large extent is based on an observance of the ordinary niceties of living.

Keep the store equipment clean. Give as speedy service as possible.

Have the store well aired and plenty of electric fans going.

Be generous with ice and stingy with flies.

Bear in mind that customers are fifty per cent more finicky in summer than other seasons, so give them fifty per cent better service.

These are the rules for summer sense at the soda fountain. At that, with slight variations, they would do well for all-the-year-round gospel.

### CANADA'S NEW TAXES POPULAR

**Changes Announced By Minister of Finance Favorably Regarded By Confectioners—Say Exemption of Foodstuffs Containing Sugar Will Cause 20 Per Cent Cut In Price of Candy**

Important changes in Federal Taxation have been announced in the Canadian Parliament by Sir Henry Drayton, Minister of Finance. The business profits tax and the remaining luxury taxes are abolished. The sales tax applicable to manufacturers, wholesalers, jobbers and importers, not to retailers, is retained and increased. Sales within Canada bear a tax of 1½ per cent payable by both manufacturer and wholesaler. If sales are made by the manufacturer direct to retailers the tax is 3 per cent. On imports the tax is 2½ per cent, but retailers importing direct must pay 4 per cent. There is a long list of articles exempt from the tax, mainly foodstuffs including sugar.

The change is favorably regarded by the confectionery trade, which was seriously crippled by the operation of the luxury tax. It is expected to result in a 20 per cent decrease in the price of candy and a general revival of business activity. A number of changes have been made in the tariff on imported goods. The duties on cocoa and chocolate have been increased. Grape fruit is made dutiable at 50 cents per 100 lbs. under the preference and \$1 per 100 lbs. under the general tariff. The duty on coconuts has been raised from 25 cents to 50 cents per 100 under the preferential tariff and from 75 cents to \$1.00 under the other tariffs. When imported direct from the place of growth they remain on the free list under the British preference. On desiccated coconuts the preferential tariff is raised from 3½ cents to 5 cents per lb. and under other tariffs the rate is also 5 cents. Lime juice, raw, remains free under the preferential tariff but is taxed 15 cents per gallon under the general tariffs. The heaviest increases are on spirits, the customs duties being raised to \$10 per gallon, and the excise on spirits made in Canada to \$9. Corresponding increases are made in the duties on essences and extracts mixed with spirits, fruit juices fortified by spirits and fruits preserved in spirits.

### VITAMINE CANDY

The vitamine craze has, as might have been anticipated, struck the candy industry. One of the large candy manufacturers is featuring a chocolate bar which, according to their statement, is simply loaded with vitamins. "Each chocolate bar is estimated to contain many times the amount of vitamins in a yeast cake." It may be that this chocolate bar will fill a long felt want. We look now for the appearance on the market of a vitamine tooth paste.

### BANK SELLS MAPLE SYRUP

**Weldon National Bank Makes Novel Effort to Assist Clients by Marketing Their 1921 Syrup Crop For Them at Retail**

Banks have varied functions at the present day so it is not surprising to hear that the Weldon National Bank of St. Albans, Vermont, has gone into the business of selling maple syrup. The bank stepped into the syrup selling game as a result of low offers from buyers who notified Franklin County producers that they would pay only 75 cents a gallon for No. 1 quality and 60 cents for No. 2 quality. According to the producers, the production cost is \$1.25 a gallon and \$2.00 a gallon is only a fair price.

Under these circumstances the Weldon National Bank decided that it was its duty to help out the Franklin producers. Bruce R. Corliss, its cashier, describes the work of the bank as follows:

"The maple syrup business of Franklin County, which brought into that section last year more than \$400,000 was in imminent peril of being wiped off the map. There was considerable syrup left over from last year, and this fact created the fear that the market was glutted. Because of this and seasonal difficulties not more than two-thirds of the mature maple syrup trees in Franklin County were tapped this year. The resulting short crop encouraged us to believe there was a way in which it and the carry-over from last year could be moved at prices that would give the farmer a chance to get back the money he had expended in producing it and also give him a fair margin of profit.

"That the producers were sadly in need of assistance was obvious. To attempt to get rid of their syrup by their own efforts they would be obliged to buy cans and to employ additional labor. Then, after the expense that they could not afford, they might not be able to move their crop at all. They could not hope to sell to wholesale buyers other than those who have operated in Vermont for years, and those buyers had already fixed an impossible price. The producers have no satisfactory means of reaching the consumers directly; consumers are suspicious of the small producing farmer and I am sorry to say, sometimes with good cause.

"We graded the syrup into three qualities, taking a very large quantity of the commodity, as grade 1, and loaning 75 cents a gallon on it. The buyers, we estimate, were not accepting more than 5 or 10 per cent of the whole as grade 1. Our purpose in grading so generously is to encourage the production of this high grade syrup which in color and taste is ideal for table use."

The bank is attempting to market the syrup at retail by letters to approximately 5,000 banks throughout the country, offering the syrup in gallon lots at attractive prices.

### TWO HINTS TO CANDY SELLERS

Make it a point with your customers that candy will be delivered wherever they may wish or wrapped for mailing to a distant point. Be ready to mail packages if desired by the customer. Of course the expenses of transportation will be borne by the customer.

Recognize that certain candies have a seasonable appeal and push these when they are most likely to please. Do not overlook the candy likes and dislikes of grandma, who still relishes peppermint drops, or those of the children, who must have simple, wholesome sweets. It takes all kinds of customers to build up a well-rounded trade.

## Fountain Products for Home Use

Proprietors Are Neglecting Opportunity by Not Pushing Sale of Their Wares to Take Home—Ice Cream, Flavors, Nuts, and Bottled Sodas and Fruit Drinks Among the Possibilities

By WILLIS REED

SOME time ago, in an almost forgotten era of our history, several states, incited thereto by the stern moralists of the period, passed what were then known as the "Bar and Bottle Bills." Under the provisions of these bills, saloons were debarred from selling alcoholic liquor for home consumption, the requirement being that all liquor bought, of whatsoever variety or amount, must be consumed on the premises. This was regarded by the saloon-keepers as a more or less unwarranted invasion of their rights and legitimate profits.

Now, so far as I am aware, there have been no similar laws passed placing a like prohibition on soda fountains and their products. No one can with certainty predict the future, but so far as the present is concerned it is still legitimate for the soda fountain to sell any of its products for home consumption. Yet a careful study of the manners and habits of soda fountains would almost lead anyone to the belief that they were placed under the blight of some restriction of this practice. Scarcely a fountain takes anything like full advantage of the opportunities to build up a large and profitable trade in its products for home use. It seems perfectly obvious that if people like certain drinks at the fountain they would also like them at home, and in cases where it is practical, will require very little encouragement to buy them for home use. Yet the average soda fountain makes no effort to develop this kind of business.

### Many Products of Home Demand

There are many products sold at the fountain which are of such a nature that an active home demand for them can be built up. Candy can be left out of consideration. Nearly if not quite every soda fountain has a candy counter and does a good business in that line, but candy is a side line and not a true fountain product. Luncheonettes have special products of their own in which they can do a profitable semi-delicatessen business, but that deserves special treatment and is outside the scope of this article.

Ice cream is an obvious candidate for bulk sale and nearly all fountains except in the downtown sections of large cities do a considerable business in it. Undoubtedly a large proportion of the ice cream sold for home consumption is distributed by the soda fountains, but even if this is so, is it necessarily a fact that the business cannot be expanded to a much larger volume? It is not sufficient merely to have a product in stock in order to do a good business in it, but this is all many fountains do to build up this trade. The retort may be made that there is no money to be made in selling bulk ice cream, that the shrinkage is sufficient to eat up all profits. The only answer needed to this is that people will buy it and can be induced to buy it in larger and larger amounts by a little effort and they are willing to pay a price which will give the distributor a legitimate profit. Many people prefer the brick form anyhow, and in handling this there is no possibility of shrinkage nor is there any inconvenience except the slight one of wrapping up the brick and ringing up the sale on the cash register. Don't forget, however, that it is impossible to build up

a real trade in ice cream or any other article unless it is kept consistently in stock. Some effort must be made to make sure that adequate amounts of several varieties are always on hand. Customers unaccountably become tired of remarks like: "We are just out," or "we haven't a thing left but a little vanilla." If the business is worth going after at all it is worth going after right. Too many fountains treat this business as an unconsidered side line and make no effort to keep up stock.

### Concentrate on Posting Specials

The fountains which make a real play for this trade are careful to have a fair variety of flavors always on hand and in addition put a good deal of effort into pushing specials. The holiday and Sunday trade is always good, winter or summer, and by advertising and recommending the special mixtures, much business is brought in which would otherwise be entirely lost.

The selling of ice cream for home consumption is an obvious function of the fountain but there are other products susceptible of the same treatment which are less often pushed. One wide-awake fountain man, and possibly others as well, saw that if people were willing to pay a little extra for the sake of eating their ice cream with syrups or preserves on it at the fountain, the same would apply when they took it home. He has capitalized this idea by building up a good trade in chocolate syrup, preserves, and ground nuts. Nearly every one of his customers who takes home a box or brick of ice cream accompanies it with a little bottle containing some of his favorite dressing. It is surprising how the idea has caught on and not only led to good sales of the dressings but has also boosted the sales of the ice cream.

Another no less up-to-date fountain proprietor decided to see what could be done in the way of educating his patrons in the use of carbonated beverages at home. He saw too much business going to the sellers of bottled soda which he felt should come to him, and concluded that the way to get it was to show people how to get better drinks at home. His campaign was begun by personal suggestions to several of his best customers that they try buying fruit flavors and siphons of soda and so have a refreshing drink available at all times. It might seem that this was an excellent way of killing a perfectly good fountain trade by inducing customers to mix their own drinks at home at a fraction of the price they cost at the fountain. But he figured differently; he counted on the probability that people who were accustomed to mixing their sodas at home would be none the less likely to patronize the fountain when they were downtown and would be more apt to turn to the more expensive and elaborate dishes than under normal conditions.

### Started a "Home-Brew" Fad

As things turned out, he was right. His idea caught on with exceptional rapidity and before long was a decided fad in the town. The trade which he succeeded in building up in syrups and siphon soda bids fair to overshadow his regular fountain patronage, notwithstanding the fact that this has grown satisfactorily

# Candy Store Advertising

Business Is No Different from Other Retail Stores, yet  
Confectioners Think They Need Not Do as Other  
Stores Do, and Lose Money Thereby

By MANTHEI HOWE

**A** MAN bent over the desk scribbling busily. He wrote a second or two, then used a ruthless blue pencil and started all over. Evidently he was having rather rough going.

A visitor in the doorway paused a moment, taking in the picture.

"What's the idea," he called. "Figuring up your income tax or trying to take advantage of a 3% discount?"

"Trying to get up a good ad," explained the first.

"That's a new one on me," grinned the stranger.

"Never thought of a candy store advertising. Looks like wasting perfectly good money. Doesn't seem necessary. Do you think it pays?"

"I don't think," retorted the other. "I know. The trouble with us fellows in the retail candy stores has been that we thought our business could be run a little different than other retail stores. We agreed that all the other fellows in business should advertise, but not the candy store. We were different. And to be different from any one else usually costs money. It has cost us money in decreased sales and goods remaining in stock an unnecessarily long time."

"How long have you been advertising?"

"About three years. The best three years I've ever had since I've been in business."

"Well it's a novel slant to me. I've always shied away from advertising. So naturally I'm curious about your experiment. Mind telling me about what you set aside as an advertising appropriation?"

## Quadruples His Appropriation

"Started out with one-half per cent of the yearly sales as an advertising fund. Last year I raised the sum to one and a half per cent. This year I plan to place two per cent as the advertising quota. And I think that is about where I shall keep it."

"That mounts up to quite a pretty penny," commented the other, "in a store this size."

"It does, but that pretty penny invested in advertising means pretty dollars in profit. I don't make anything on my merchandise until I sell it. The longer it stays on the shelves the less profit for me. Well, advertising is one of the best methods I know of to get a speedy and profitable turn-over of merchandise. You are too good a business man to need to be converted to the value of quick turnover. You know as well as I do that it is the basis of success in the candy store."

"Oh, I'll grant, right off the bat, the business wisdom of doing everything possible to accelerate turnover" the other assured. "The thing I am questioning now, is what the high-brows call the *modus operandi*. How do you proceed? Do you confine your advertising to newspapers only?"

"Why no. I do just what other retailers in other lines do. My advertising consists of newspaper ads, window displays and advertising through the mails. I'll grant you that the bulk of the advertising ordinarily would be in the form of window displays, but last year I got some of my best advertising from the direct-by-mail route. The manufacturers of a nationally known

make of washing machine advertise it in the household magazines with the largest circulation likely to reach prospective buyers of wash machines. The retail ready-to-wear merchant down the street advertises his stock by means of a carefully selected mailing list. Well my store is located in a college town. I took a leaf from the book of business experience of another candy store man in a town about this size. His town also is a college town."

"So is mine," cut in the other.

## Christmas Cards to Students

"Well this chap at Christmas time decided to mail a Christmas card to all the normal school students who were his customers. He got the list of names and home addresses and sent to each a card of the regulation Christmas type with this message: 'Our business relationship has been most pleasant and we take advantage of the present season to extend to you our most cordial Christmas greetings and sincere good wishes for the New Year.' In one corner appeared the slogan which this retailer's advertising had made familiar to every one in town—DONCKERS, MARQUETTE. TALK OF THE TOWN."

The speaker handed over the card from which he had been reading.

"That's the card Donckers sent out," he remarked. "I've forgotten whether it was three hundred or five hundred. Anyhow he received replies from seventy-five per cent of the cards sent out. How's that?"

"Pretty blamed good."

"I'll tell the world it is. Especially when you consider that those replies came in the form of visits to the store as soon as the students returned from their vacations. Each customer made a purchase at the fountain or candy counter, to say nothing of orders by mail or telephone. The recipients of the cards appreciated the remembrance enough to come to the store to trade and tell the proprietor so. A seventy-five per cent response is a good proof of the business pulling ad. I tried out a somewhat similar card for Easter and it worked just as well."

"It's all right to have the buying public 'say it with flowers,' but it means more profit to us if we educate them to 'say it with candy.' Selected mailing lists, and well planned advertising is a good way to educate them to the possibilities of the store."

"Let's take the card for a few days," suggested the other. "It will serve as a suggestion for me."

"You're coming," laughed the proprietor. "You'll be as much a convert to the idea as I am. The store has a good location and windows I am proud of, so I make it my business to see that the window space is always used to carry window displays that are worth while. One wouldn't pay for advertising space in a newspaper and then fill it up with a hit and miss hodge-podge ad. One wouldn't if one had any business sense. Well in my scheme of advertising I consider my windows just as profitable and valuable in their way as newspaper space. I make them carry a definitely thought out ad."

"How far ahead of time do you plan your windows?"

The first man reached into the desk drawer and drew out a ruled sheet of paper.

#### Plans Displays 3 Months Ahead

"There are my window display plans for the next three months," he pointed out. "Of course it permits of variations. For instance if we have a circus in town on August 17, then instead of having the Kiddie Kandy window on August 4 I'll shift it to Circus day and tie it up with a circus window display. But except for a necessary minor change of that sort, I'll follow the window display schedule as I have it outlined."

"Must be a lot of work. It would require some planning to get this schedule worked out ahead of time."

"Not half as much work as working your brain to a jell trying at the eleventh hour to get an idea for a window display that has to go in the next day. Besides that, a carefully planned window program keeps you within the bounds of your advertising appropriation and gives you uniformly attractive displays, not a rip-snorter, splendiferous window one time, and a worse than mediocre one the next time. It permits other work in the store to be so arranged that window-decorating day does not come on an especially busy day in the store. More than that, when the windows are made attractive and appear with regularity, the shoppers get in the habit of looking for them. I've even had customers comment on the fact when once or twice it was impossible to change the windows."

"Once last summer we had such a rush day that we could not change the window according to schedule. After one or two comments I put a bulletin in the window stating—'We got off our window schedule. Yesterday was one of the heaviest days in the store's history. We could not change the window. We shall tomorrow if we have to sit up all night to do it.'"

"Killed two birds with one stone that time," commented the stranger.

"We did. It made a lot of good-natured talk and brought one or two people into the store to inquire what all the rush was about the day before. We use newspaper ads once in a while (in conjunction with a window bulletin) to advertise special sales or the receipt of shipments of especially fine or unusual candy. I have several additional advertising stunts in mind for the summer."

"Darned if I don't believe I'll try out a two per cent appropriation for this year. This store looks like a hummer," commented the stranger as he walked away.

#### SHIPPING FRUIT VIA PANAMA

##### Department of Agriculture to Study Conditions Under Which California Products Can Come East by Water

As a result of plans worked out in cooperation with the Bureau of Markets, United States Department of Agriculture, the Atlantic, Gulf & Pacific Steamship Co. is now contemplating arrangements to equip the steamship Charles H. Cramp and adapt it to use as a practical laboratory in which the shipping of citrus fruits and apples from the Pacific coast to eastern markets by way of the Panama Canal can be studied.

Every possible effort will be made, it is said, to equip the ship with up-to-date apparatus for the thorough study of the problems arising from this method of transportation. The cargo space will be divided into different compartments, in which various sets of conditions can be produced and controlled. It will also be possible to make records under variable transit conditions. Some factors that enter into the transportation of fruits and vegetables through the canal are temperature, ventilation, humidity, and other air conditions. Various degrees of ventilation and refrigeration will be studied.

Oranges, lemons, and apples will be the principal fruits to be transported in the Charles H. Cramp, which will operate between the Pacific and Atlantic coasts while the tests are being made. Several of the American steamship lines are interested in the economical fitting out of ships to engage in the transportation of perishable fruits and vegetables by way of the canal to Atlantic coast ports and to Europe.

#### ANOTHER ILLUSORY HOPE AROUSED

Everybody knows that the possibility of beer ever being sold at the soda fountain, under Attorney General Palmer's ruling, was too slight to consider. It now appears that there is not going to be any demand for beer at the soda fountain or anywhere else. According to newspaper reports, Professor Frank M. Keith of Tufts College has devised a little cube containing various and unidentified ingredients which is about the size of a bouillon cube and is said not only to contain a great food value, but to have all the strength and the kick of new made corn whiskey.

The cubes do not even have to be dissolved in water, and can be eaten as is, or in any other form which the recipient desires. It is only recommended that they be chewed slowly in order to get all the goodness out, then followed with a drink of spring water. Professor Keith is naturally a little reluctant to explain just what the ingredients are, but it seems perfectly plain that they do not in the remotest way come under the provisions of the Volstead act and it may be expected that every well equipped soda fountain will soon have large piles of the cubes stacked on the counter.

#### N. Y. ICE CREAM TO BE INSPECTED

At least one person in New York thinks that ice cream prices in the city should be lower and, inasmuch as she is a person not without authority, her opinion may have some weight. Mrs. Louis Reed Welz Miller, Deputy Commissioner of Markets, declares that there is profiteering in ice cream and that the price must come down or the quality go up, or both. Back to a pre-war basis is her motto and she proposes to see what can be done to make it come true.

Another of her activities is to be the making of a survey of all the ice cream manufacturing plants in New York City. Inspection of plants, machinery, raw materials and process is to be rigidly enforced and all possible sanitary precautions insisted upon. This is not to stop with the manufacturer. The distribution of the ice cream also comes under her sway and so far as possible the ice cream is to be carefully guarded from all chance of contamination until it passes from the counter into the ultimate consumer.

Watching over the ice cream of New York is no small undertaking, for the city consumes 11,000,000 gallons of the frozen sweet yearly. These figures are the estimate of the Bureau of Markets and if correct indicate that the per capita consumption of New York is about eight quarts yearly. This is surprising, for the average consumption of the country as a whole, as nearly as can be estimated, is in the neighborhood of twelve quarts.

#### NEWBURGH REGULATES ICE CREAM

Newburgh, N. Y., proposes to strictly regulate the selling of ice cream and other milk products. All persons selling these products must receive a license to vend the same and must furnish the Health Department of Newburgh with information regarding their source of supply.

# Luncheonette Department

Conducted by EMMA GARY WALLACE

## A Lesson from the Cafeteria

IT IS an art to cater to the public taste, day after day, and to arrange foods which appeal to the eye and please the taste. It is an art at any time of year, and especially so when the weather is warm and the appetite not quite as keen.

At the present time, there is a marked popular trend in favor of cafeteria service. High prices and general conditions have made it expedient for most people to save, and the cafeteria permits people to choose just what they want and to pay for that and nothing else. This advantage is supplemented by the privilege of immediate service without tedious delay, and the two have made a winning combination which the luncheonette must not overlook.

In many places, rooms handsomely decorated and conveniently located, which were formerly used for the sale of spirituous liquors, have been made over into cafeterias. In fact, it is quite the proper thing for hotels now to run this in conjunction with the regular dining room service for those who wish to eliminate part of the delay and expense of such dining rooms.

In a hotel recently visited, there were three distinct efforts to win different classes of trade. First, there was a handsome dining room with an orchestra. Next, there was a regular luncheonette, with a soda fountain, located in a room easy of access from the street. Candy and cigars were sold and patrons could have anything from an ice cream soda to a piece of pie and a cup of coffee. Beyond the luncheonette was a cafeteria, and, as this room was not very large, there was still a fourth room called the cafeteria dining room, arranged with tables covered with table linen, and here patrons could take their trays and eat in peace and comfort. It was surprising how constantly these rooms were full—all except the main dining room, and that too, in the face of the many other eating places all around.

### Appetizing to Look At

Now location alone is a valuable asset, but the type of food must appeal as well, and the luncheonette must display this food in part at least, in order to attract. Consequently the foods must be appetizing to look at, in order to make people feel "I would enjoy that for my noon meal."

Let us go back to the cafeteria a moment to learn a valuable lesson in connection with the profitable operation of such establishments. You will notice, if you take pains to observe, that the individual service is moderate in size and amount. For example, a salad is not a large salad, but it is very dainty in appearance. Cold meat has every appearance of being properly cooked, cooled thoroughly, and sliced attractively with a sharp knife. Pies are cut in pieces of reasonable size, but not so large as to make the patron feel, "Why, a hunk of that pie would be a whole meal in itself." The pats of butter are rather small and the servings of hot foods are only enough for a person of modest appetite.

This fact is of greater significance than would at first

appear, for people going in are of all classes—those of large appetite and those of small; those who are hungry, and those who are only eating because it is meal time. People of small appetite are sickened many times by an over-bountiful helping. The sight of too much food takes away the edge of what little appetite they have. And those of large appetite rather welcome the opportunity to get a taste of a number of different things all of which look good. The result is that both the person of small and large appetite eat more than they would otherwise, and consequently the pay check is larger, the satisfaction is greater, and the appeal of the food service is strong.

A college student who takes most of his meals in different cafeterias was recently heard to remark, "You know, when I am home I am considered rather a small eater, but surely the cafeterias do get a fellow going, for things look so good that you say to yourself, 'I'd like some of that, but I know there isn't enough to make much of a meal on, so I better get a couple of kinds of vegetables and a salad to fill out,' and the first thing I know, I have bought more than I can possibly eat."

### The Secret of the Cafeteria

This is the great secret of the appeal of the cafeteria, backed up, of course, by the quality of the viands offered.

So the luncheonette can learn this lesson at least from this sister type of service: Make the sample displays of foods of moderate amounts, so artistic and pleasing in appearance that it will intrigue the appetite, and so well prepared and seasoned as to give solid satisfaction.

It goes without saying that almost every proprietor is satisfied with his or her own particular type of service. But the point is whether or not the public is satisfied. You know there are people who eat soggy bread all their lives because they do not know how delicious and wholesome good bread can be, and there are others who are so closely tied up at home by their own cares and responsibilities that they do not realize that the pie crust they serve is tough; the soft pie fillings, gooey; the vegetables unattractive to the eye; and the salads, mussy.

If these same people could go around the world a bit, they would learn by observation, but, under the circumstances, they do not see why they are not doing as well as need be done. Exactly the same is true of many luncheonette people. They are so close to their own problems and faults that they do not recognize them. So take time to examine yourself and be honest enough to measure up your service beside others which are above par. Here are a few practical suggestions on making foods look attractive.

In the springtime, green is very grateful to the eye, also bright red and the rich yellow of fresh fruits. Salads are incomplete without dressings of the right kind, and a salad dressing is either a French dressing which only moistens without changing the appearance of what is beneath; or a yellow mayonnaise which, however, must be mild in taste; or a cream mayonnaise, paler in tint

and rich with whipped cream; or a boiled dressing finely flavored but much thinner.

### Moulded Salads

For many salads the straight mayonnaise cannot be duplicated, and if you want to make an attractive individual salad of salmon, shrimp, or crab meat, pack the salad preparation into suitable molds, and set in the refrigerator to chill thoroughly. When wanted, run a thin spatula around the edge of the salad and unmold upon cold, fresh lettuce. Then add a dressing of mayonnaise and sprinkle freely with paprika. If you chance to add any further garnish like a slice of hard boiled egg or a rose radish, drop this on top. It is surprising how many more salads of this type will sell than the same mixture taken out by a spoonful and put on the same leaves of lettuce.

One luncheonette place known to the writer makes a specialty of molded salads, believing that the neatness of them and the effect of the dressing has a stronger appeal than any other form.

As a rule, chicken salad, lobster salad, fruit and vegetable salads, are better on the other hand when no attempt at molding is made. For example, a straight tomato salad, or a tomato and cucumber salad, can scarcely be more attractive than when the slices are laid upon lettuce and dressed with the mayonnaise, but, even so, there is all the difference in the world between putting the materials carelessly on the salad base or arranging the separate portions daintily with the right garnish to finish.

### Should Tomatoes Be Peeled?

Many caterers and luncheon people are not peeling tomatoes for salads, as used to be thought absolutely necessary. There seems a good reason for this. In the first place, tomatoes, to be peeled, must have boiling water turned over them and this softens the portion next to the skin. If the tomatoes are rather green, they have to stand in the hot water and this seems to draw the juice. If they are over-ripe, it is hard to slice them neatly. In any event, if they are peeled they must be put upon the ice until they are chilled through and through. Even so it is hard to slice the tomato neatly in even, red slices.

Many have solved the problem, to their own satisfaction at least, by selecting sound, ripe tomatoes, washing them in cold water, and wiping them, and then with a very sharp knife, slicing thinly. The appearance, at least, is very pleasing.

Sometimes salads are molded by means of gelatine. Gelatine must be used to make them firm, but without the gelatine being tough. The transparent portion must be well seasoned or the patron is apt to resent the dish as "one looking like the picture in the magazines, but not tasting as it promises to taste."

An asparagus salad made of the boiled asparagus, garnished with strips of sweet pimento, can be bound together with a ring of ripe red pepper or just laid upon the lettuce. A French dressing with a touch of the mayonnaise is most satisfactory.

At several luncheonettes, recently visited however, three skimpy stalks of asparagus, flabby and warm, were offered on a dejected looking lettuce leaf without a single thing on them, and called a salad. This is nothing more or less than an imposition.

A cabbage salad is never quite so good as with a boiled dressing, and the appearance is improved by adding some finely chopped green pepper and a touch of mayonnaise on top, or creamed mayonnaise. Some, however, prefer the boiled dressing with a third of its own bulk of whipped cream. Cabbage salad should not be made in large quantities, for the dressing liquifies and the cabbage darkens. It is better to mix only what would be used within a couple of hours. Cabbage salad is better served in a small nest of lettuce.

### Potato Salad a Favorite

Potato salad is always a summer time favorite. Here again, we do not want a molded dish, but one lightly tossed together and attractive because every small cube is evenly coated with the dressing (French or boiled) and flecked with chopped parsley, flavored with onion, and garnished with mayonnaise.

Take time to study the actual appearance of the salads served by the very best hotels, caterers, and luncheon places in your neighborhood, and you are sure to get some pointers. Learn to be observing and take pride that what you offer or display is worthy in every way.

Never display but one dish of a kind. A whole counter or shelf of pieces of pie just alike, or of salads, are no better than one. Besides, these foods should be kept where they will be hot or cold, as their nature demands.

There is a real art in making soft pies so that they are not squashy or inclined to run. They should stand up without having that disagreeable texture suggestive of an over-stiff corn-starch pudding, or a piece of liver. They ought to be tender, well-flavored and delicious, and still firm enough to cut into neat triangles or to carry to the mouth without being in the least sloppy. Soft pies, which are made late and used soon, are never satisfactory. If they stand too long, the crust soaks. They should be made to be eaten as soon as they are thoroughly set and well chilled.

### Specialty of Vegetables

Make a specialty of vegetables in season, and take pains that they are prepared so as to be at their very best. Young, tender green peas, for example, seasoned with butter, a little cream, salt and pepper, are a dish fit for a king. New potatoes, dipped in cream gravy and sprinkled with chopped parsley, are attractive and good to the taste. If the potatoes are rather small, all the better, for you will get more to the peck, and too much starchy food is not desirable. In fact, the old meat and potato diet with the starch of bread added, is now claimed to be one of the causes of hardening of the arteries, high blood pressure, and nervousness.

Farmers who wish to attract city boarders in the summer, always stress fresh fruit, vegetables, milk and eggs. Serve these at the luncheonette and serve them at their very best. Fresh eggs mean strictly fresh ones, not those which have been on the market as eggs for some time and have stood in a warm store until the flavor is spoiled. Fresh, pure milk should be rich and sweet and clean, and, moreover, it should be ice cold.

Fruits should be sound. Even a tiny spot which has softened toward decay will ruin the flavor of a whole dish. Use powdered sugar when that is the proper material. It isn't the expense of these things which counts or debars most people from serving the best. It is the trouble and thought necessary.

### Get the Best of Cakes and Breads

Better to have one moist, rich sponge cake than a half a dozen different kinds of tasteless food. Perhaps there is someone in your neighborhood who can make good cup cakes, or a superior quality of nut bread, or sugar cookies which are toothsome. Or if there is someone who can make delicious doughnuts, serve these. If the trade on them is not very brisk at first, watch when a party of young people come in, break a doughnut in three parts, and ask them to sample it. If the doughnuts are right, a few such demonstrations will be sufficient.

Serve fewer hot foods in the summer, but do not eliminate them entirely. On the other hand, have them piping hot if that is their form. Clam chowder and other sea foods are appreciated in warm weather, but be sure that each and every offering is of the best. Keep on hand lemons, fresh hard boiled eggs, radishes, pimento-

stuffed olives, sweet gherkins, chives, and other suitable garnishes.

If you are going to serve fruit salad, do not attempt to display a dish of it, for it will soon lose its appetizing appearance, but keep the ingredients ready to prepare it quickly. It is not desirable to mix the fruit even if it is put on the ice, for it will get over-juicy and the beauty of a fruit salad is to have every piece of fruit plump, fresh, and full of juice. Have the lettuce fresh and ice cold, the dressing ready, and then it takes but a moment to prepare the fruit itself. The dressing melts very quickly when mixed with the acid of citrus fruits, so put this on at the last minute. One-third mayonnaise and two-thirds sweetened whipped cream makes a delicious salad dressing.

Do not forget to feature iced tea, iced coffee, mint lemonade, and buttermilk. Advertise your warm weather service and feature your fresh foods. Do this consistently and you will not lack for ample patronage.

### A YELLOW PERIL TO AMERICAN HENS

**California Poultry Industry Alarmed Over Large Importations of Chinese Eggs and Egg Powder at Low Prices—Urge Duty to Protect The Home-Laid Product**

Petaluma is cackling with anxiety. The chicken ranchers of this California egg town are demanding a new Chinese exclusion act to protect the poultry industry of the United States from a newer form of yellow peril—powdered eggs from China.

H. W. Kerrigan, Secretary of Petaluma's Chamber of Commerce, in the role of Paul Revere arousing the countryside, spoke recently at the New York Mercantile Exchange. His mission was to persuade the members to egg on their representatives in Congress to action.

In China when a hen feels that way she just sits down and lays her egg. In Petaluma it is different. Bells ring. Chicken nurses dash about with thermometers and restoratives. With this in mind Mr. Kerrigan said:

"Only last month China shipped \$5,550,000 worth of egg products to United States ports, and more is coming despite the fact that their eggs are produced under the lowest living standards—for chickens and humans, too—and landed in this country at less than 15 cents a dozen, to compete with an industry maintained under real American standards and ideals."

When a Jersey member of Congress is working in the interests of a bill his constituents desire passed, he wins votes for it by approaching other Congressmen with a proposal of reciprocity, to cast a ballot for some pet measure of theirs in exchange for a vote for his bill. In Washington this is called log rolling.

Now, however, Washington is to be treated to the spectacle of members of Congress engaged in egg rolling. The Petaluma producers' owners have sent special representatives to Washington to request the California delegation to work for a tariff on imported eggs.

Mr. Kerrigan did not charge in so many words that some of the eggs coming to America in powder form are the offspring of hen contemporaries of Confucius, but he hinted strongly that there was a wide field of interesting research work open in this direction.

Push the idea of patrons having ginger ale, grape juice, and mineral water in the ice chest at home. There is no reason why they will not be all the better customers at the fountain counter for having these things at home. The drinking of soft beverages is largely a matter of habit. Help people to get the habit.

## A Few New Sandwiches

### Onion and Cucumber Sandwiches

Mince a sound Spanish or Bermuda onion. Pack it into a bowl, cover it with a liquid made of: one-third of a cup of vinegar, two-thirds of a cup of water, a teaspoonful of salt, and two teaspoonfuls of sugar. Let stand in a cool place an hour or so. (Turn off the liquid and save this, for it is excellent to use in making boiled salad dressing.) Mix the minced onion with one-half, the same amount of chopped cucumber. Mix either with mayonnaise or boiled salad dressing. Spread between buttered slices of fresh, white bread.

### Tomato, Celery, and Egg Sandwiches

Chop a dozen hard-boiled eggs. Mix with this an equal quantity of crisp celery, also chopped. Season with three tablespoonfuls of melted butter, salt, and pepper, and four tablespoonfuls of thick, well-flavored tomato catsup.

### Currant and Almond Sandwiches

Crack one-half pound of almonds. Chop the nut meats fine. Turn one-half pint tumbler of currant jelly into a bowl. Work the chopped almonds into this until a smooth mass. Spread between buttered slices of fresh graham bread.

### Ham and Egg Sandwiches

Take the parts of boiled ham difficult to slice and put through the food-chopper, having at least one-third of fat. Chop sufficient hard-boiled eggs to make one-half the quantity. Mix and add one-half a teaspoonful of minced onion. Moisten with a very little boiled dressing, to which a dash of horseradish has been added.

### Ham and Jelly Sandwiches

Chop or grind the ham, using part fat and moisten with a little currant jelly broken up with a fork. Spread between slices of white bread.

### Chicken Loaf Sandwiches

Procure a fowl, prepare and boil until very tender. Plan to reduce the liquid so that there will be not more than a quart of it. Cool the fowl and remove the meat from the bones. Chop. Have ready one minced onion, or two minced pimiento-stuffed olives, one tablespoonful of chopped green pepper and three chopped hard-boiled eggs. Mix with the fowl and pack in a greased, oblong tin which will permit slices of the right size, to be cut from the end of the loaf.

Dissolve two rounding tablespoonfuls of granulated gelatin in the hot chicken stock. When thoroughly dissolved, pour over the loaf, letting it run down at the sides so that it will make the whole mass solid. Set in a cool place to harden. Unmold and with a sharp knife trim off thin slices. Prepare two slices of bread, one spread with butter and the other with salad dressing. Lay a lettuce leaf on one and a slice of the chicken loaf on the other. Fold together.

### Lobster Salad Sandwiches

Dress a freshly boiled lobster. Mince, and mix with four chopped, hard-boiled eggs. One-half cup of chopped celery and mayonnaise to moisten. Spread between unbuttered slices of fresh white bread.

### Liver and Onion Sandwiches

Parboil calves liver and fry in hot fat. Do not cook too hard. Chop very fine. Mix with enough chopped



onion, prepared as directed for onion and cucumber sandwiches, and season. Spread between slices of buttered white bread.

### Liver and Bacon Sandwiches

Prepare the liver as directed above. Fry slices of bacon so that there will be six of these slices to each cup of chopped liver. Blend and moisten with a little boiled dressing and some of the bacon fat. Spread between slices of white bread.

### PEANUT OUT TO WIN MEDALS

#### Inherent Virtues of Formerly Despised Subterranean Fruit Are Winning For It Honor and Renown

The crack of the peanut is heard in the land. Once it was a shy goober, of no particular importance and almost without value. Pigs and children were its only friends, while adults, with less robust stomachs, looked askance at the gustatory feats of the circus-day urchin and the elephant which shared in the debauch.

Somehow the peanut was a social outlaw. In former days a side whiskered gentleman would no sooner think of eating peanuts—excepting on the sly—than he would of smoking a corncob pipe in the lobby of the Fifth Avenue Hotel or of standing up at the Hoffman House bar in his shirt sleeves.

But the peanut had inherent virtues which have brought fame and renown to it. The American peanut crop measures 50,000,000 bushels and is valued at \$100,000,000 a year. A thing that is worth a hundred million dollars is probably worthy of social recognition even in New York, where everybody is worth a million or more—or talks like it.

All the possibilities of the peanut have not been realized. The conquest of the earth which the potato, the banana, the tomato and tobacco have made is nothing compared with the conquest the peanut will register. You will become its slave and anti-peanut societies will be formed and cranks and crooks and nuts will get offices in them, and they will hire agents to fool around the Capitol at Washington for the purpose of making some money themselves and saving your soul from perdition and peanuts.

Small patches of peanuts were raised in southeastern Virginia and eastern North Carolina before the civil war. The pea or nut was introduced to the Union armies and it made many converts. Its fame spread to New Jersey, New York and New England, where it is probable the people eat more peanuts than Virginians and North Carolinians.

Several varieties of peanuts are grown in Virginia, North Carolina and Tennessee, which are the great peanut States. Georgia, Alabama and Texas have gone in for peanuts and each year are devoting a large acreage to this crop.

American peanuts under analysis will average a little above 50 per cent in fat, about 30 per cent protein, 2 per cent fibre, from 3 to 12 per cent water, 3 to 4 per cent ash, and about 5 per cent nitrogen.

In India, Europe and Brazil and to some extent in the United States peanut oil is used medicinally in place of olive oil. Peanut oil is used throughout Europe as a salad oil and in making margarine.

In addition to its purely commercial attributes, the peanut has the distinction of being about the only edible matter that tastes like a nut, acts like a vegetable and really is a fruit. There is no argument about it—botanically a peanut is a fruit which grows under ground. Where it gets its histrionic talent for impersonation nobody has ever been able to find out.

## The Business People's Lunch

Business people will often appreciate a little different type of lunch than the student, or the shopper. Here are a few simple suggestions as to inexpensive luncheonette service for business people, which will meet with approval.

### Luncheonette No. 1

Creamed Eggs on Toast	Stewed Peaches
Hashed Brown Potatoes	Coffee
Sponge Cake	

### Luncheonette No. 2

Individual Chicken Pie	Egg Plant in Batter
Fried Sweet Potato	Cocoa
Graham Bread	
Vanilla Ice Cream	

### Luncheonette No. 3

Potato Pancakes	Tea
Rolls	
Pumpkin Pie	

### Luncheonette No. 4

Lobster Chowder
Waffles and Syrup
Cup Custard with Coffee

### Luncheonette No. 5

Fish au gratin
Fresh Rolls with Butter
Beet Salad
Baked Apples with Cream

### Luncheonette No. 6

Hot Tomato Bisque	Onion and Pepper Salad
Re-heated Stuffed Baked Peppers with Cheese Sauce	Stewed Pears with Whipped Cream
French Fried Potatoes	Drop Cakes
	Tea

A light lunch of this type, with portions of modest size, will not overload the stomach, and will send workers back to offices and stores more alert mentally than would a heavy meal of soup, fish, roast, potatoes, vegetables, salad, and a hearty dessert. The relation of proper food to mental energy is now being better understood than ever before. Be a leader by offering what business people want.

### PERHAPS THEY WERE VITAMINES

Twelve hundred boxes of candy, bought by a Yakima, Washington merchant from an eastern manufacturer, were condemned by Mrs. Jessie Percells, city food inspector. "Each box averaged six compressed flies," she said.

### SHURTLEFF COMPANY CHANGES HANDS

The Shurtleff Company, ice cream manufacturers, Janesville, Wis., founded in 1878 by G. A. Shurtleff, has undergone a change of ownership. H. G. Shurtleff has sold his interest to C. P. Touton, who is now the sole owner. The plant has recently been remodeled and enlarged and the name changed to the Shurtleff Ice Cream Co. The new officers are: Chas. P. Touton, president and secretary; Belle M. Touton, vice-president and treasurer.

# For the Fickle Summer Palate

Some Candy Displays With Outdoor Atmosphere  
to Catch the Eye of Vacation Planners

By ERNEST A. DENCH

**C**ANDY sales take a decided slump during the warm months, but if the jaded appetite is appealed to in an enticing manner, more candy will be sold.

Let the window display take on some of the real outdoor atmosphere, for candy is often found very acceptable on outing trips. Suggestions in accord with the season will seldom be considered in an unresponsive manner.

The Apollo Shop, Brooklyn, N. Y., enclosed the rear of one of its show windows with the painted panel of a cow wading through a stream in a rural pasture. A curtain effect was achieved at each side of the panel with cretonne of a blue and brown floral design. A glass shelf suspended from the ceiling to half-way down the window held numerous boxes of butter chocolates, some of the boxes being open and the others closed. The metal chains by which the shelf was suspended were covered with silver tinfoil paper, with sprays of peach blossoms inserted in the notches of the chains. A papier mache tree trunk, with peach blossoms projecting from the hollow top, was stationed on the floor at each center side. At the exact center came a tub of imitation butter, with an open box of butter chocolates placed in the middle of the tub. Artificial grass, studded with ox-eyed daisies, covered the window floor. A card down in front heralded:

"The Apollo Butter Chocolates. Nuts with cream and walnut mallow."

## That Lake Vacation

Hahn, Charleston, S. C., represented a lake on the window floor with the aid of a large mirror. Sailing across the lake were little Indian canoes, each steered by a Red Indian doll and containing a cargo of candy. Celluloid swans, ducks and geese were floating along the lake. Doll mermaids peeped out of the artificial bulrushes which bordered the lake, together with little girl dolls gathering water lilies. A hint of Florida was suggested by a celluloid crocodile that lurked in the bulrushes.

## A Summer Candy Garden

Schiaderress's, Charleston, S. C., laid out a window display as a fantastic garden. A screen was formed across the rear with clusters of grapes, peaches and pears, green leaves being used to produce the effect of growing fruit. A summer house was built of pink and cream candy, while the garden walks were blocked out with blocks of Turkish delight. Chocolate lions guarded the summer house. Down in front, a lake was formed with a circular mirror. Artificial pond lilies were planted on the lake, with celluloid swans swimming here and there.

## The Purity Comparison

Curry's Confectionery Store, Wichita, exhibited a vase of real white roses in the middle of their candy display. A small card in front of the roses stated that—

"Our Confections are just as pure and fragrant."

## The Kewpie Bathers

Mitchells, Bath, Me., pushed boxed chocolates by a seasonable window setting. The effect of a pond was

obtained on the floor by covering it with a large mirror. The "pond" had artificial grass banks, on which several kewpie bathing dolls were grouped. Other dolls were just preparing to plunge into the water. The center of the "pond" was occupied by a birch-bark canoe, loaded to capacity with one-pound boxes of chocolates.

## Camp Fire Enjoyment

The Hazelwood Confectionery, Portland, Ore., had a campfire setting. Thick clumps of moss, bark and leaves covered the floor. The camp fire at the left was erected with small logs and bark, lighted in the middle with camouflaged red electric light bulbs. To the right was an exhibit of boxed candy, packed for mailing, with an open box here and there. A card behind the exhibit announced:

"For the Vacationer."

## At the Beach

The Cat'n Fiddle, Portland, Ore., confined its display to a beach setting. The effect of a beach was obtained by liberally sprinkling the floor with white sand, with a fair number of shells and pebbles to further enhance the atmosphere. The center of attraction revolved around two bathing kewpies who sought relief from the sun under a small umbrella. A large open box of candy was placed in front of the dolls. The background was provided by a painted scene of a calm Mid-Summer's day on the ocean.

## In the Woodland Dell

The Pex Candy Store, Berkeley, Calif., mingled fact with fancy in a forest setting. A miniature forest was reproduced by sprigs of cedar, varying in height from ten to eighteen inches. These sprigs were then inserted in rock-like colored and modeled plasticine and arranged in little groups, as in a forest. Hovering beneath the trees, in conversation with each other, were little goblin and kewpie dolls. Boxes of vacation candy were there to the extent of half a dozen or so, arranged in different parts of a dull-green, cloth-covered floor.

## A Drive on Fruit Chocolates

Albert Cohn, Los Angeles, Calif., introduced a rear painted drop of an orange grove, with mountains towering in the rear. The central exhibit comprised a large toy automobile, steering which was a ten-inch doll in a blue dress. Several one-pound cans of fruit chocolates reposed on the seat at her side. Another doll in a pink dress rode fearlessly on the running board. Over the red, plush-billowed floor, cans of the chocolates were exhibited, backed up by the following framed card:

"An enormous sale has been developed for these fruit chocolates because of their known purity, wholesomeness and delicious, natural, fruit flavor. Packed in 1-lb tins at \$1.50. Just the thing for auto trips."

## A Cactus Candy Exhibit

Another attractive display by Albert Cohn featured cactus candy. Placed on a bed of sand in the middle was a cactus trunk, two feet high and eighteen inches in diameter. A sign on the trunk announced that—

"This is the kind of cactus our candy is made of."  
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### F. P. HOWARD RETURNS TO BUSINESS

**Assumes Presidency of Combination Fountain Company After Absence of Over a Year—Built First of Firm's Products In An Old Barn in 1898**

In 1898 Caleb Smith, who was then selling sweets for a confectionery house, persuaded his friend, F. P. Howard, who was in the insurance business, that he, Smith, had an idea that was worth exploiting.



F. P. HOWARD  
Pres. Comb'n Fountain Co.

In those days the soda fountain was a marble box set against the wall with syrups displayed in bottles, and Mr. Smith conceived the idea of a patent swing door in front of the box with the syrup containers fastened to the inside of the door. This happy combination of swing door and ice box made possible the icing of the syrup containers, with coils in the box to make more room for bottles without disturbing the fountain top. It proved to be a success and this was the beginning of the well-known Combination Fountain Company of Decatur, Ill.

The return of Mr. Howard to the presidency of the company, after an absence of one and a half years, recalls the early history of this business concern which is typical of many manufacturing enterprises in the United States.

The first few fountains were built by these pioneers in an old barn, Mr. Howard supervising the manufacturing while Mr. Smith went out to take orders. This continued for a year or two until the experiment had been vindicated, then a small store room was leased and a lumber company given the contract to build the boxes. Mr. Howard still continued to assemble the several parts and attended to the shipping and business of the enterprise.

A year later an entire floor of an old factory in the north end of Decatur was leased and a few carpenters and a tinsmith engaged to build the fountains. The business rapidly extended and soon a factory was secured with railroad switching facilities and, in 1903, the Combination Fountain Company was incorporated for \$30,000 with Mr. Howard as president and Mr. Smith as vice president.

A little later Mr. Howard purchased the majority of the stock, which was increased to \$50,000 then to \$200,000 and last year its capital stock was raised to half a million dollars.

In 1905 the company began manufacturing a counter service fountain and in 1912 it added the exposed porcelain syrup jar sealed by the pump top, which has since proved popular in the trade. In 1914, it changed its selling policy by marketing its fountains through the jobbing trade, a step which has proved beneficial and which has materially increased the company's sales. It now has jobbing representatives in all important cities of this country and is shipping many fountains to foreign countries.

Mr. Howard has been the moving factor in this business from its infancy and through his close application to its affairs has been primarily responsible for its success. E. E. Smith, who started with the company in its metal work department twenty years ago is now at the head of the sales department.

### "POPCORN KING" DIES

Lewis M. Potter, known in the Coney Island section of New York City as the "Popcorn King," died recently in his home in Brooklyn. Mr. Potter, a former member of the Board of Aldermen, was one of the leading business men at Coney Island, and for many years was the owner of candy stands and popcorn concessions.

Born in the Gravesend section in 1863, Mr. Potter was a son of Capt. Samuel Potter, one of the best known of the old Sandy Hook pilots. He was a member and former president of the Coney Island Board of Trade and a director of the Coney Island Bank. He was prominent in Masonic circles, being a member of Kedron Lodge of Brooklyn. Surviving him are his wife, three sisters and a brother.

### RETURNS FROM AUSTRALIA FOR VISIT

Among the recent arrivals in this country from Australia is Martin Hirsch, who went to the Antipodes in the employ of the J. D. Williams Amusement Company.



MARTIN HIRSCH

Mr. Hirsch has the distinction of being one of the first persons to introduce ice cream sodas, egg drinks and sundaes to the Australians, and during his 9 years there he has seen the soda fountain and ice cream business grow to the point where their products are as popular as they are in the United States.

Mr. Hirsch is now employed by the Criterion Theatres, Ltd., of Melbourne, owners of the Criterion soda fountain, which is one of the leading establishments in that city. During his three months' stay in this country

Mr. Hirsch will inspect many of the leading stores in order to get ideas for a new, large shop which Criterion Theatres, Ltd., is planning to open with the latest possible equipment.

In speaking of Australia, Mr. Hirsch says: "It is a wonderful country. It is a nice place to live in; there is plenty of business; and everyone going there is assured good treatment. I would not advise anyone to go there if they are looking for a job, but for a man with capital it holds many possibilities. I shall visit my home in Chicago, visit all my old friends and return to Australia in July."

Senaker's, Peoria, Ill., placed a large plate of decorated mints in the center of the window. A small doll, representing Cupid, stood in the middle of the dish with ribbon reins in his hand. The ribbon reins found their destination on the window glass, where silver stars, quoting the various flavors, were posted.

### A PERFECT LADY

I went to a fountain with Mary  
And met with an awful mishap;  
For I awkwardly emptied a glassful  
Of grape-juice all over her lap.  
But Mary was gentle and gracious  
(For none is so tactful as she.)  
And, smiling with perfect composure,  
Said sweetly: "The drinks are on me."

# Ice Cream Department

Conducted by ALFRED C. FRASER

## When Is Ice Cream Not Ice Cream?

Battle Is On Over Relative Merits of the Cow and the Coconut Tree as Sources of Fat Content, Dr. Copeland Upholds the Cow

**R**ECENT developments in connection with ice cream legislation in New York and New Jersey have brought into renewed prominence the controversy regarding the merits or demerits of coconut oil as a substitute for a portion of the butter fat in the cream. The bills introduced were for the purpose of making illegal the use of fats other than butter fat in ice cream. As might have been expected they were enthusiastically supported by the Dairymen's League and other milk producers and bitterly opposed by the manufacturers of coconut oil ice cream and of the milk-coconut oil emulsions used therein.

The New Jersey bill was allowed to die a natural death by Gov. Edwards, who was immediately assailed for his action or inaction by the editor of the Dairymen's League News. The manufacturers countered with a paid advertisement in the Jersey City Journal claiming that their emulsion was equal to heavy cream in every respect and that the dairymen were actuated only by the desire for a monopoly of the business, when they opposed the substitution. In the heat of controversy many statements of doubtful accuracy have been made and it would seem worth while to consider impartially the relative food values of coconut oil and butter fat in so far as we know them.

### Butter Fat More Digestible

The usual standard for ice cream is the percentage of butter fat which it contains. The question is whether the substitution of a portion of this by coconut oil detracts from the value of the ice cream as food. It is a difficult point to decide with absolute certainty without long and tedious dietary experiments. We can judge with some accuracy however from what is already known of the chemical nature of the two fats.

Butter, or butter fat which is the same thing, is like all the other fats a glyceride, a compound of glycerine with a fatty acid. But in this case of butter, the fatty acid is butyric acid which is not found in any other common fat. Butter fat or glyceryl tributyrate, to give it its chemical name, is known to be readily digestible, much more readily than the fats of the type found in beef fat, lard, cottonseed oil, olive oil, etc. It is not claimed that, weight for weight, it possesses any more energy value than these other fats, merely that it may be digested more easily and that consequently its food value is more easily available. In this respect it stands in a class by itself as compared with other fats.

Cocconut oil is likewise a true fat but in its chemical composition it resembles closely not butter but the fats of the olive and cottonseed oil class. It is not absolutely identical with any of these but in its general characteristics it approaches these much more closely than it does butter fat. Arguing from analogy it appears highly probable that its digestibility is more comparable with these fats

than with that of butter. In absolute food value it is doubtless equal, pound for pound, to butter fat and to that extent its advocates are justified in their efforts to place it on a parity with the fat of cream but authorities on dietetics are no longer content to judge foods on the basis of their energy producing power.

Another angle on the subject is obtained by injecting into the discussion the recently discovered but exceedingly important vitamins. It appears that it is not sufficient to consume food value or calories. Unless the diet provides substances containing vitamins the food eaten cannot be assimilated by the bodily organism and we die of mal-nutrition. This is not theory or conjecture, it is fact. Now it is also proved that milk contains these vitamins, in fact it is the only known food which contains all the three classes which have been identified. Cocconut oil according to present information is deficient in these substances.

### Real Cows Milk Best

Wherefore, say the advocates of cream made from milk alone, if we put cocconut oil in ice cream the milk will not contain as many vitamins. This is unquestionably correct but no one has yet shown how much vitamin substance is needed to maintain perfect health. It is exceedingly active and apparently a minute amount is sufficient. Nor has it been shown that vitamins in excess of the required amount would be of any value to the body, probably not. So the vitamin argument is something of a stand-off. Ice cream containing cocconut oil will contain less vitamins to the dish but this will probably have absolutely no effect one way or the other on the consumers of said ice cream. As regards digestibility the champions of the cow alone, unassisted by the cocconut palm, certainly appear to have the best of the dispute.

The strongest argument against legalizing the use of a certain proportion of cocconut oil in ice cream is that it would be distinctly unfair to the public unless such products were sold under a different name which plainly distinguished them from true ice cream. To everyone, ice cream means a frozen product made with milk, cream, butter or a mixture of any or all of these. To sell any other product under the same name would be misbranding and would tend to destroy the confidence of the public in all ice cream. This matter has been clearly stated in the various statutes and court decisions dealing with the analogous case of oleomargarines or butter substitutes.

Another difficulty in dealing with ice creams made with cocconut oil is the practical impossibility of holding the manufacturers to any definite proportion of the cocconut oil, since it is almost impossible for the chemist to determine the relative amounts of the two fats in samples submitted for analysis.

The attitude of the New York City Department of Health on the subject was well set forth in a letter addressed by the Commissioner, Dr. Copeland, to the Dairy-men's League News and reprinted in the Department's Bulletin of May 28.

"Replying to your communication of March 18th, concerning the proposed legislation in the State of New Jersey, with special reference to the use of cocoanut oil in milk products, I wish to inform you that the Department of Health of the City of New York is vigorously opposed to the substitution of cocoanut oil for butter fat.

"It takes this position for the reason that cocoanut oil does not possess the food value that butter fat possesses and the substitution of the same for any milk product would undoubtedly be reflected in the health of the children of this city. Cocoanut oil does not possess the same growing qualities found in the butter fat of milk, and any legislation which would permit the addition of cocoanut oil to any milk product would be opposed to the best interests of the people of the city.

"Under the laws of the State of New York, it is a violation to mix butter fat with cocoanut oil in the semblance of cream.

"The Board of Health of this city has adopted a standard for ice cream, in which the use of cocoanut oil or vegetable fats is prohibited. To permit the use of vegetable fats or cocoanut oil in any standard for ice cream would result in making the standard unenforceable, because it is impossible for the chemical laboratory to determine the exact proportions of each, when cocoanut oil and butter fat are included in any product.

"The government standards for ice cream are opposed to the addition of cocoanut oil to a product which is sold as ice cream, and a number of other states in the Union have taken a similar position. . . .

"I cannot put sufficient emphasis on the fact that there is no substitute for milk, and that the addition of cocoanut oil in any milk product would be a menace to the children of the city.

"Very truly yours,

"R. S. COPELAND,

"Health Commissioner of New York City."

### SCHOOL CHILDREN ON ICE CREAM DIET

Ice cream used as a nutrition test in Cumberland, Md., has been responsible for a 100 per cent attendance in the second grade at one of the schools where 43 pupils get six ounces of vanilla ice cream every day at 3 o'clock, donated by a local factory.

The test covers nine weeks. The children were weighed when they began and are being weighed weekly during the test. This follows a milk test recently made in the schools.

Later a test with cheese and other dairy products will be made. The eating tests seems to have been a cure for tardiness and truancy.

### REFUSES TO PERMIT PRICE CUT

Carl G. Tompkins, who runs a restaurant and soda fountain in Norwich, N. Y., recently attempted to take a fall out of the high cost of living by reducing the price of ice cream which regularly retails at 60 cents a quart to 50 cents a quart, but met with opposition when The Norwich Ice Cream Company notified him that he must maintain the regulation price under penalty of a raise in the wholesale price to him or forfeit his privilege of selling their product. Mr. Tompkins has raised the retail price under protest and says that he will enter complaint to the Federal authorities if he is discriminated against. He is of the opinion that the attorney general would decide that the company's refusal to furnish him ice cream would be an act in restraint of trade.

### THE ROSE OF NO MAN'S LAND

W. O. Hamilton, dispenser at the Little Gem Drug Store, Dallas, Texas, has concocted a new sundae which he calls "The Rose of No Man's Land" and which he describes as being very popular with his customers. He permits the publication of his recipe for the benefit of other dispensers. The formula is as follows:

Into the bottom of a lily-top sundae dish put 1 ounce of rose syrup, 1 number 10 dipper of vanilla or strawberry ice cream, and over this pour a large ladle of honey dew dressing. Top with whipped cream and a cherry. To make the honey dew dressing, take 1 cup of white marsh-mallow, using a few drops of coloring to give it a deep rose color, 1 ounce of pure honey, 1 tablespoon of ground nuts, a little shredded cocoanut and a few seedless raisins. One or two cookies should be served with the sundae. It sells for 30 cents.

### PIGS' FEET, POT PIE AND PICKLES

Say soup. Say it languidly, please, with a protraction of the final consonant sound. Now, before you've let the word go, look in your mirror. Observe your lips.

Do you see why Northwestern University Coeds at Chicago have been urged to shun such words as soup and pie and pickles, when dining with men? Do you notice the vamping pucker?

In these free and easy times, the coeds have been warned, a puckered mouth is too kissable to be safe. Does a pretty coed say "please pass the pickles," thus forming three alluring pouts in succession, she is a good kisser.

The warning leaves the poor things rather up against it. They can, to be sure, ask for bouillon instead of soup, but what if she doesn't want bouillon? If roast pork is on the menu, the coed who doesn't believe in kissing must pass it up. She must have roast beef or scrambled eggs. As for pigs feet or pot pie, impossible!

The identity of the discoverer of this new reason why girl leave home has not been revealed, although some campus wit attributed it to Dean Mary Ross Potter. Anyway, the warning has been delivered and careful coeds now eschew the fatal sound. Luncheonette proprietors should be on their guard.

### TO KEEP ICE CREAM

If there is ice cream left over and you wish to keep it, soak an envelope of gelatin in water a few minutes, dissolve it in boiling water and when cool, beat it into the ice cream. Turn into a mold and put it on the ice to chill.

### BOOKLET ON ICE CREAM PLANT

"A 400-Gallon Per Day Ice Cream Plant" is the name of a new 20 page booklet published by the Davis-Watkins Dairy-men's Manufacturing Company. The subject is handled in simple language and is illustrated with pictures of the equipment needed and an architect's drawing for the layout of such a plant. The book is intended for the instruction of the man who is intending to enter the business, but it is also designed to be of value to any person in the business.

The booklet goes into details, telling about proper ageing and mixing; how to heat and cool for proper pasteurization; how and why it is proper to homogenize; and how to freeze and harden the product. It also describes brine freezing and direct ammonia expansion; explains refrigerating methods; and lists the cans, tubs, moulds and all other equipment needed to make the plant complete.

There is no charge for the booklet, which can be had by applying to the nearest office of the company.

# Ice Cream War in Connecticut

## Frozen Sweet Interests Make Own Ice so Ice Interests Plan to Make Own Ice Cream, Say Reports from the Front

**U**NDER the title, "The Great Ice Cream War Is On," the newspapers of Connecticut and other New England cities are giving much space, many big headlines, and, it must be admitted, much argument not unmixd with delight, to reports of what is termed a bitter struggle between the "Ice Trust" and the "Ice Cream Trust" over the fact that the latter is making its own ice, in retaliation for which the former plans to make its own ice cream.

The story goes that Frederick W. Arnold, president of the Trout Brook Ice Company, whose name is linked with that of Henry Walker of Bridgeport, one of the most important of Connecticut ice dealers, is transforming the big Aetna Brewery plant at Hartford into an ice cream factory, with all the latest inventions and processes.

Quoting from one of the reports: "Mr. Arnold has been to Philadelphia studying up the best methods of tickling the appetites of the soda fountain habitués and he is going to make the brewery turn out the sweetest stuff it ever brewed.

"The why and the wherefore is not far to seek. The New Haven Dairy and its Hartford ally, Bryant & Chapman, make their own ice, and this isn't doing Hartford's leading ice man any good. If the ice cream trust can make its own ice, the ice trust can make its own ice cream. So there you are.

### Upsets The Farmers

"Now when two old forces like an ice trust and ice cream trust get to battling, the atmosphere becomes surcharged with electricity. Non-combatants are hit.

"In this case the farmers of Connecticut and New York are the ones vitally interested. On the result of the war may depend who buys their milk.

"Bryant & Chapman, who are linked up with the New Haven Dairy Company, are the king pin dealers of Hartford, if not of Connecticut. They handle 30,000 quarts of milk a day. They furnish the New Haven Dairy Company of New Haven with the milk ingredients for its ice cream. An understanding is supposed to exist between them by which the New Haven company keeps out of the dairy field and the Hartford company keeps out of the ice cream field. Working together they furnish by far the largest part of the ice cream consumed in Connecticut.

"What the result of the war will be, time will tell. Whether it results in cheaper milk and cheaper ice cream the public will find out some day. Meanwhile the milk producers are wondering about their immediate future. The opening skirmish in the war is the free distribution of milk to the poor children of Hartford. This charitable act is arousing great interest and is so unprecedented that curiosity is aroused as to the reason lying back of it.

"The story of the underlying reasons and the manner in which the charitable act is connected with the ice cream war are these:

"Arnold expected to have his ice cream plant ready May 1, but delay in getting machinery caused postponement. Meanwhile he had contracted for considerable milk. Rather than have it go to waste, he is giving it away to Hartford's poor. The cause of the gift and the humorous slant to the whole situation is another story.

"The milk is skimmed milk. But nobody says a word about it. This is the time of the year when there is a great deal of surplus milk among the farmers. The cows

give more milk than usual in April, May and June. New Britain and Bristol and other "hard time" cities cannot afford to buy the amount of milk they used to buy. The consequence is that big quantities of milk, not being marketable, are skimmed for butter or cream, and the skimmed milk is thrown away. Whole streams of skimmed milk are turned into the sewers these days, and this is a secret that farmers know very well.

"Another secret. Skimmed milk is used in the manufacture of ice cream. The skimmed milk is united with butter, is homogenized and the combination constitutes the basis of what is known as ice cream.

"But although the farmers know these secrets well, the city dwellers do not understand them as sympathetically, and when they read of skimmed milk being used for ice cream and of milk of any kind being thrown down the sewer they rise up in indignation, especially when they hear of milk being thrown down the sewer.

### Everybody Keeps Mum

"Skimmed milk can be made into cottage cheese which has a food value, but the market for cottage cheese is not great, and it is cheaper and easier to throw the milk down the sewer. Farmers think there is no real value to skimmed milk as a food but there is. The milk brought down to Hartford to the Salvation Army barracks is pasteurized and tastes good. The only trouble with it is that it has no butter fat. It looks good. Here are some reasons why nobody has even whispered that the milk was skimmed. The Salvation Army said nothing because it wished to distribute the milk, and if it said 'skimmed milk' the crowd might not come. It merely said 'milk.'

"Bryant & Chapman and other milkmen say nothing, whatever they may think, because they know that the gift in these hard times is making a favorable impression and if they said 'skimmed milk' it would only call attention to the fact that dealers are in the habit of throwing away skimmed milk.

"Old New England farmers would think that they were insulted if offered skimmed milk, but not so with Hartford's East Side, which is thankful enough to get anything if it comes free.

"Arnold, by his knowledge of human nature, has pulled a good joke on his competitors and won public favor. The only ones who are sore are the dealers and farmers who did not think of the idea themselves and are being criticised for throwing milk down the sewer during the 'flush' spring months.

"Thus is explained the almost incredible story of a milkman giving away a thousand quarts of milk a day. It is the opening note in the orchestral fanfare which inaugurates the ice cream war of Connecticut."

### ST. PAUL CONTRACTS FOR ICE CREAM

Contracts have been approved by the St. Paul, Minn., council for the ice cream supply for the city parks. The Crescent Creamery Company gets the privilege of supplying 7,000 gallons at \$1.15 for Como Park and Harriet Island, while the J. C. Vandervele Company furnishes the other 5,000 gallons required at the same price. Some comment was occasioned by the fact that the contract price is the same as last year, despite the drop in the prices of milk, sugar and other ingredients.

## SCORES VETO OF PURE ICE CREAM BILL

### Dairymen's League Fires Another Salvo at Action of Governor Edwards In Fight to Prohibit Substitution of Coconut Oil for Butterfat in Frozen Food

The storm which was aroused in New Jersey recently over the attempt to pass bills excluding coconut oil from the manufacture of ice cream and other milk products has not yet subsided. The most recent thunderbolt has just been hurled by Fred A. Hoar, of the Dairymen's League News, at the head of Governor Edwards, who vetoed the bills.

It will be remembered that New Jersey has always permitted the substitution of coconut fats for butter fats with certain restrictions and limitations. With the convening of the legislature this spring a bill to standardize ice cream and to prohibit the use of coconut oil was introduced by Senator Runyon. When this bill was reported from committee, it was discovered that a clause had been inserted to permit adulteration with coconut oil, a bitter fight ensuing with the result that the offending clause was stricken out. In this final shape the bill was then passed by both houses, only to receive the veto of Governor Edwards.

Backing the vetoed bill were dietitians, department of health officials, mothers' clubs, dairy associations and the ice cream manufacturers themselves. Mr. Hoar's letter to Governor Edwards reads in part as follows:

"I am sorry you killed Senate Bill No. 101 and Assembly Bill No. 526, which were passed by both Houses with overwhelming majorities, by 'filing' them in the public library without your signature after the Legislature adjourned sine die.

"The Senate measure provided that ice cream, manufactured or sold in our State, should contain 8 per cent butter fat. The Assembly bill prohibited the distribution, manufacture and sale of milk, cream, skimmed milk, condensed, evaporated, concentrated milk, etc., to, or with which, has been added coconut oils or other vegetable fats.

"I regret you could not indorse the opinions of leading dietitians and food experts that coconut oil never was and never can be a substitute for butter fat. Butter fat, as you know, contains the vitamins so essential to the growth of children. Coconut oil contains no vitamins. Are the pocketbooks of imitation food manufacturers more to be considered than the health of the people?

"In a letter filed with Bill No. 101 you say: 'I am unable to approve this measure for the reason that I regard it as unwarranted interference with established business. It seems to me too drastic.'

"Surely, Governor, you do not call a bill 'too drastic' that prohibits the foisting upon the public of a cheap imitation food deficient in the nutritive properties of the food for which it is sold as a substitute. It is common knowledge that consumers often are compelled to pay the same price for the imitation that they pay for the real thing. Why should not the State interfere with the business of making a so-called ice cream that isn't ice cream, but merely a cheap fake ice cream?

"Dr. Royal S. Copeland, Health Commissioner of the City of New York, says that ice cream, containing coconut oil, made in New Jersey cannot be sold in New York. He declares he will detail inspectors to keep it out. The substitution of coconut oil for any milk product, the Commissioner recently said, 'will undoubtedly be reflected in the health of the children of the city.'

"It was still more important to maintain a high standard for other milk products by making it impossible to

prevent the substitution of coconut oil for butterfat, but you killed the opportunity to protect the public's supply of milk compounds.

"In a letter filed with Assembly Bill No. 526, you said: 'For years our State has recognized modified milk and the Revision of the Food Act expressly authorizes the modification of milk by the addition of lime water, milk sugar, oils and other substitutes, except for infant and invalid feeding.' This bill apparently overlooks the protection of the manufacturer of modified milk for such purpose. Modified milk, I am informed, is rated at substantially lower prices than the full milk product, and its wholesomeness and food value have never been questioned. The policy of requiring food products to be labelled showing their true ingredients and preventing deception, as provided by the Revised Food Act of 1917, constitutes adequate public protection.

"Dr. E. V. McCollum, of Johns Hopkins University, one of the leading experts on food nutrition in the United States said at a public hearing on Assembly Bill No. 526 at Trenton, the labels on cans containing milk imitations 'do not protect.'"

"Storekeepers often sell the imitation without explaining that it is not the real thing. Some have been known to tell customers, that, although costing less, 'the imitation is just as good as regular canned milk.' Many mothers, through ignorance or carelessness, give these milk substitutes to their children.

"Representatives of one concern which makes a milk compound out of skimmed milk and coconut oil, emphasized at the hearing the fact that coconut oil never should be fed to children, and pointed with pride to the label on their can: 'Do not use in place of milk for infants.'

"Cans of other imitations exhibited before the committee did not bear this very important and necessary warning.

"Even though your decision has made it impossible for the State of New Jersey to protect honest milk products, mothers are beginning to understand that if their children are to grow normally and have sound bodies they must be fed milk and milk products from which the vitamins have not been removed.

"Dairy farmers are joining with health authorities, food experts and others in condemning your policy of welcoming coconut oil as a substitute for butter fat.

"If coconut oil is permitted to push honest milk compounds out of the market, there will be less need for cows. If the herds diminish in great numbers, how are you going to get an adequate supply of milk for future generations? You cannot separate this question of public health and an adequate milk supply.

"As an ingredient of soap, paint, varnish, hair oil, rubber substitutes and linoleum, coconut oil plays a useful part. It never should be placed as a substitute for butter fat."

## ICE CREAM PRICES ATTACKED

Ice cream prices, in certain sections of Ohio, are beginning to receive undesirable and unfavorable attention from the authorities. John King, prosecutor of Franklin County seems to feel that ice cream has been overlooked in the mad rush back to normalcy. He claims that the manufacturers are selling ice cream to the retailers at \$1.30 a gallon, while the retailers dole it out to the consumers at \$2.80 a gallon. He proposes to investigate this matter and discover why ice cream does not come down faster. Incidentally he may acquire some new information in regard to shrinkage and other price factors if he goes into the subject thoroughly.

## Obituaries

### HEAD OF BARTH & SON DIES

Leopold Barth, head of the firm of L. Barth and Son, dealers in hotel supplies with offices at 32 Cooper Square, New York, died June 4 at his home at 50 E. 90th st. He is survived by his widow, Mrs. Mina Barth, one son, Harry Barth and two daughters, Mrs. Flora Lauchheimer and Mrs. Elsie Goldsmith.

### FRANK L. GANGEWER DIES SUDDENLY

Frank L. Gangewer, sales representative of the Crandall, Pettet Company for the Ohio and Pennsylvania territory and one of the best liked men in the soda fountain trade, died June 8th. He was taken ill at Coshocton, Ohio, while on his trip and died after a short illness.

### BEET SUGAR BECOMING POPULAR

#### War Has Helped to Remove Distinctions Between the Two Sugars According to the Michigan Wholesale Grocers Association

The prejudice which has long existed in this country against the use of beet sugar is passing, according to a bulletin issued by the Michigan Wholesale Grocers Association, which states that consumers, retailers, jobbers and manufacturers of all kinds used beet sugar through the war with the same results previously attained with cane sugar. Beet sugar is identical in composition with cane sugar but when it was first introduced into this country a belief grew up that it was inferior for many purposes to the better known product of the sugar cane.

The following interesting arguments on the subject are quoted from the bulletin:

"In all territory west of Chicago beet sugar is sold twelve months in the year.

"The State which is most vitally interested in whether beet sugar can be used for canning purposes is California. That State appointed a commission to investigate the relative merits of beet and cane sugar for canning purposes. The commission took eighteen months for its investigation and then stated in its report that for canning purposes it considers cane and beet sugar of equal value.

"Prior to the late war the country which led the world in the production of fine wines, fine confections and fine canned goods was France. All sugar used in France was beet sugar.

"The country which led the world before the war in production of fine jellies, jams and preserves was England. Two-thirds of all sugar used in England during those years was beet sugar.

"The English manufacturers of soft drinks, jellies, jams and preserves are on record as saying that they consider beet sugar wholly as good as cane sugar for their purpose.

"It is interesting to note that in England, where two-thirds of the sugar used has been beet sugar, the prejudice of the housewives against cane sugar for canning purposes is even stronger than is the prejudice in this country among the housewives against beet sugar."

Apparently the popular prejudice in the matter is based on the same logical grounds which make white eggs sell at a premium in New York while Boston is willing to pay fancy prices for the brown ones.

### PLEASANT ODOR GAINS CUSTOMERS

The Hobartizer, house organ of the Hobart Manufacturing Company, carries a story of a man who has made practical use of the principle that the sale of food products is stimulated if the surrounding atmosphere carries a pleasant and suggestive odor. Mr. Dern of Colorado Springs sells coffee and he has cleverly capitalized the delicate aroma of his specialty to build up a trade of 150,000 pounds a year in this product. The odor from the roasters is a little too acrid to possess full attractiveness so he prefers to use that from the grinders which is more delicate and pleasing. This is drawn from the grinding room on the second floor by an electric blower and conveyed through a pipe to a small ventilator opening on the street at the sidewalk level. All passersby are momentarily surrounded by the delicate odor of freshly ground coffee and, judging from the volume of his business, this novel plan of mental suggestion works perfectly.

### BEADLE'S SODA FOUNTAIN GUIDE

A copy of the second edition of Beadle's "Soda Fountain Guide," published by the Hull Printing Company, Winnipeg, Canada, has reached the Editor's desk. It contains about 150 formulas for various fountain specialties, sundaes, parfaits, frappes, hot drinks, ice creams, water ices, syrups, dressings, etc., interspersed with advertisements of a number of Canadian manufacturers supplying fountain operators in the Dominion. The author is S. C. Beadle, 236 Marion st., Norwood, Man.

### NEW CATALOGUE ISSUED BY PICK

Albert Pick and Company introduce their new catalogue with the statement that it is indicative of their attitude towards business and business conditions, that they have increased the size of their catalogue about one-third. As General Catalogue E 23, it gives a complete list of the soda fountain, luncheonette, restaurant and hotel supplies carried by Albert Pick & Company, making altogether a book of nearly 400 pages.

### FROSTED STRAWBERRIES

An unusual and attractive way of serving strawberries at the fountain is by frosting them. This is accomplished by washing the berries, with or without the hulls on, and then dipping in a soft boiled frosting. After drying on waxed paper the berries are lightly frosted and may be used with fancy sundaes or splits and other of the more expensive dishes.

"Is your boy in favor of daylight saving?"

"I reckon he is," replied Farmer Cornstossel. "If he goes on stayin' out o' nights, pretty soon he won't be usin' any daylight at all."—Washington Star.

Mother—"Poor Jimmy is so unfortunate."

Caller—"How's that?"

Mother—"During the track meet he broke one of the best records they had in college."—Tar Baby.

"I gave that beggar a penny, and he didn't thank me."

"No. You can't get anything for a penny now."

—Karikaturen, Christiania.

He—"If I were to die you'd never get another husband like me."

She—"What makes you imagine I should ever want another like you?"—London Mail.



# BUSINESS RECORD NEWS

## Latest Information Covering Incorporations, Changes and Business Transactions in the Soda Fountain and Allied Industries

### ALABAMA

Troy—The Troy Ice Cream Company has again begun making ice cream for shipment.

### ARIZONA

Nogales—The Busy Bee Candy Company is erecting an addition and will install a soda fountain and an ice cream parlor.

### CALIFORNIA

Atwater—E. O. Smith has sold a half interest in his ice cream and lunch business to B. D. Garlock.

Berkeley—John McMillan has sold his confectionery store to George B. Pargett.

Burbank—The O. K. Soft Drink Parlor has been sold by Otto Kuhn to A. S. LeDue and B. J. LeDue.

Dinuba—Mike Barba is preparing to add a confectionery and soda fountain department to his business.

Exeter—G. H. Wilcox is preparing to engage in the manufacture of candy and ice cream.

Fresno—The Kewpie Candy Store, owned by C. G. Lekas, was recently damaged by fire to the extent of \$1,000. Material to the value of \$2,000 was also destroyed.

Grass Valley—The Owl Tavern has installed a soda fountain.

Kingsburg—Hall & Haller are preparing to enlarge their candy factory.

Long Beach—B. F. Adkinson has sold his confectionery business to Mrs. Rose Hanner.

The Colonial Chocolate Company plant has been destroyed by fire.

Charles F. Rabe has sold his confectionery business to Alfred Kupp.

Henry A. Timerhoff has sold his soda fountain to Mrs. A. M. Knight.

Loomis—The Blue Bird Tea Room has added a soda fountain.

Los Angeles—E. M. Bothwell and Ruby E. Fowler have sold their confectionery and soda fountain business to E. M. Bryan.

N. Bousales has sold his candy manufacturing business to Nicholas Meras.

The C. C. Brown Candy Company has been incorporated with a capital stock of \$125,000, by Charles E. Van Dame, L. S. Farmer and John R. Laying.

S. Burns has disposed of his confectionery store to W. L. Bashford.

The California Crushed Fruit Company has been incorporated with a capital stock of \$300,000 by W. R. Thomas, Joseph Wandrock, Evans Blewer, George W. Adams and D. Worden.

Mrs. E. M. Grace has sold her confectionery and ice cream parlor to Sue Stephens.

The Normandie Confectionery has been purchased by William Glennon.

Nella Spaulding has sold her confectionery business to A. J. Grandall.

The Star Ice Cream Company has been purchased by Alice May Weaver.

Marysville—The Ellamore Candy Company has been incorporated with a capital stock of \$250,000. The directors are M. Diefenbacher, W. J. Moore and E. R. Dodge.

Mayfield—E. A. Wright, who conducts a service station, is adding an ice cream parlor.

Ocean Park—The Poppy Candy store will be opened for business at an early date.

Palo Alto—Wagner's Sweet Shop has been opened by Arnold Wagner.

Pasadena—The Hall Manufacturing Company was destroyed by fire recently with a loss of \$25,000. This concern manufactures redwood boxes for candy.

Santa Ana—W. F. Mackey has sold his soft drink and confectionery business to Mrs. M. Winsby.

Santa Cruz—Cox & McClinic have added a soda fountain to their business.

San Diego—The Harbour Confectionery Company has been purchased by Gregory Trompa.

San Francisco—The Aliberton Candy Company is making extensive alterations in its candy factory.

Mrs. Mary Cardinal has sold her confectionery and soft drink business to Mrs. Louise Z. Smith.

The Fuller Confectionery has been purchased by Hans Confermann.

H. Schellman has sold his confectionery business to A. Sayette and purchased the Regent Sweet Shop.

The Spanish Confectionery has been sold to Antonio Nadal.

S. Travers has sold his confectionery business to George Seibert.

Suisun—W. B. Fields has sold his ice cream parlor to John Huck.

Sultana—Mrs. J. W. Pershan has opened an ice cream and soft drink parlor.

Whittier—The Fern Confectionery has been sold by J. W. Boss to A. O. Loghry.

### CONNECTICUT

Gilderleeve—Dennis O'Brien has opened an ice cream store.

Norwalk—The Atwell Company, Inc., ice cream and confectionery store, has been closed because of attachments placed upon it by the Harris-Hart Ice Cream Company and the New Haven Dairy Company.

### FLORIDA

Tampa—The Florida Frozen Products Company has opened its plant and is running at the full capacity of 4,000 gallons daily.

### IDAHO

Caldwell—The Palm Confectionery Company has been incorporated with a capital stock of \$10,000 by W. P. Kimpler, F. B. Kimpler and Alice Kimpler.

Cottonwood—The Nook Confectionery has been purchased by Gus Maug.

### ILLINOIS

Chicago—The Overland Candy Corporation has been incorporated with a capital of \$60,000 by D. Cooper, K. Zoot and L. Dorf.

The Woods Candies Company has been incorporated with a capital of \$2,500 by F. J. Bentley, H. J. Pickering, and Emil Christiansen.

### INDIANA

Indianapolis—The Daphne Candy Company has been incorporated with a capital of \$60,000 by John Kotsavetes, C. B. Alexopoulos and L. D. Cantos.

Kokomo—The Quality Ice Cream Company has been incorporated with a capital of \$10,000. Incorporators: E. V. Rowe, H. Armstrong, W. G. Coughlin and H. Heady.

### IOWA

Adair—A. J. Kerwin has opened a confectionery store.

Atlantic—W. Pappson and James Gamma will open a candy store.

Davenport—The Krell Confectionery Store has been burned out.

Epworth—Wilson Briggs' candy store has been burned out with a loss of \$4,500.

Mt. Vernon—Lloyd Goodhue has sold his confectionery and soft drink business to Kenneth J. and Earl N. Wise.

Northwood—John Nicewarmer has disposed of his confectionery business to H. B. Cornick.

Perry—W. J. Peterson will open a candy and ice cream establishment.

Spencer—N. C. Driscoll will open a candy store.

George Grummas will open a candy store.

### MAINE

Bath—The Bath Ice Cream Company has been incorporated with a capital of \$10,000 to do a general ice cream business.

Incorporators are John J. Gahagan, James A. Malloy and J. P. Kerrigan.

Blaine—Frazer Graves has opened an ice cream establishment.

Brooks—D. B. Plummer has opened an ice cream department in his store.

Old Orchard—E. C. Wilson of Lubec has purchased the E. C. Atwood ice cream and ginger pop factory and will soon have the plant in operation.

Waterville—A. Raymond Sanborn is having built a concrete ice cream factory. Equipment and machinery to handle 1,000 gallons a day will be installed.

### MARYLAND

Baltimore—The American Sugar Products Corporation has been chartered with capital of \$100,000 by John Stengel, Jr., Charles E. Feibe and Leo J. Driscoll.

The Maryland Chocolate Candy Company has been incorporated with capital stock of \$15,000 by Morris A. Mechanic, Harry I. Katz and Louis Maron.

### MASSACHUSETTS

Boston—The All-Sugar Products Company has been turned over to the trustees with the authority of the creditors to sell the business at public or private sale. Charges of false financial statements have been made by stockholders.

The Modern Confectionery Company is the subject of an involuntary petition in bankruptcy filed by creditors with claims aggregating \$677.

Greenfield—Donat E. Gingras, advertising manager of the Greenfield Recorder, will enter the wholesale confectionery and soda fountain supply business.

Hatfield—Frank Murphy has completed his new building and has opened an ice cream and soda store.

Ipswich—George Bouganis and James G. Evelyn are planning the establishment of a wholesale ice cream and candy manufacturing plant.

Lynn—Philip Chirns, confectioner, has filed a voluntary petition in bankruptcy, giving liabilities of \$2,787 and assets as uncertain.

### MICHIGAN

Lansing—Kennedy & Shawhan have opened a confectionery store in the new brick building.

Marquette—August Anderson has disposed of his confectionery and soda store to Mike Belange and Sid Garrow.

Muskegon—George Stont is erecting a building for a confectionery business.

### MINNESOTA

Afton—Johnson Peterson has sold his candy store to S. A. Hallberg.

Chicago City—Axel A. Schoberg is erecting a building and will start confectionery store.

Chisholm—Pappas & Palmer will open a confectionery business.

Eyota—S. V. Nixon will open a confectionery ice cream and soft drink business.

Hibbing—John Elantie has opened a soft drink and confectionery business.

Kettle River—Alex Hill, confectionery, has sold out to Otto Salaman and Andrew Mekki.

Lakefield—Oscar Wulf, soft drink confectionery and soft drinks, has sold out to E. M. Radke and Albert Ackerman.

McIntosh—D. D. Bodahl and G. B. Johnson have opened a bakery and confectionery business.

Mosley—Henry Major has sold his confectionery and soft drink business to R. H. Warren.

New Ulm—John A. Groebner has sold his interest in the confectionery business to his partner, Joseph Teyor, Jr.

Oak Park—Dick Williams, confectionery, is succeeded by Walter Spritzer.

Stewartville—F. M. Fenton will open an ice cream and confectionery business.

Stillwater—Harry Stewar has disposed of his candy business to Sam Mosier.

Trompsdahl—Henry Major, confectioner and proprietor of a soft drink establishment, has sold out to R. H. Warren.

Warroad—J. S. Wiking has opened a confectionery and soft drink business.

## NEBRASKA

Fairbury—The McMillen Candy Company of Falls City, will open a branch here.

Ord—Ed. Berenk has opened a confectionery, ice cream and soft drink establishment.

## NEVADA

Elko—The Mayer Hotel will add a large soda fountain.

## NEW HAMPSHIRE

Keene—James Sykas has opened a candy and ice cream store.

## NEW JERSEY

New Brunswick—The Dorr Candy Company has been incorporated with a capital of \$125,000 by Nell A. Dorr, James J. Sheehan and Emma Dorr.

Whippany—William J. Purcell, Jr., has opened an ice cream establishment in the post office building.

## NEW YORK

Brooklyn—The Central Soda Fountain Works have been incorporated with a capital of \$6,000 by M. Bravin, H. Ilakovits and L. E. Dresser.

H. Fox & Company, syrups and extracts, has been incorporated for \$100,000 by H. and H. Fox and A. M. Petros.

The S. & M. Ice Cream Company has been incorporated with a capital of \$6,000 by J. Stark M. Murphy and F. Goldstein.

New York City—The Circle Candy Corporation has been formed with a capital of \$10,000 by R. Schoenberger, B. B. Annis and C. Jacobs.

William J. Madden & Company, manufacturers of candy and popcorn, have filed a petition in bankruptcy, listing liabilities of \$843 and assets of \$2,200.

The National Retail Confectioners Purchasing Corporation has been formed with a capital of \$10,000. Incorporators are: B. M. Kaplan, M. Davis and I. Price.

The Union Nut Products Company has been incorporated with a capital of \$10,000 by L. Keison, B. Kavalier and H. Willing.

A. Warendoff, Inc., has been organized with a capital of \$12,000 to make confections. Incorporators are D. E. Arenwald, H. F. Dierks and A. Warendoff.

Oneida—The H. J. Schielele Company, confectionery, has been incorporated for \$50,000 by G. L. and H. J. and C. Schielele.

Rochester—The Worthmore Candy Company has been incorporated with a capital of \$10,000 by L. S. Rubel and M. and D. B. Olean.

Utica—The Superior Ice Cream Company, Ignazio Plamano proprietor, has been certified with the county clerk.

## NORTH CAROLINA

Elizabeth City—F. A. Wineke is installing ice cream machinery to the value of \$25,000.

Scotland Neck—The Dixie Cafe has bought an ice cream making outfit and will soon begin manufacturing both for the wholesale and retail trade.

## NORTH DAKOTA

Fairmont—W. J. McGee has opened a confectionery, ice cream and soft drink business.

Hazen—The C. L. Stayley candy store and bakery has been destroyed by fire.

## OREGON

Engene—The Mes. Miriam Getchell estate has sold its confectionery business to W. M. Lawrence.

Oregon City—The Place of Sweets has been sold to T. C. Barry and A. McNulty.

Tillamook—The Blue Bird Confectionery has been opened by E. L. Stewart.

## PENNSYLVANIA

Pittsburgh—The Central Confectionery Company has been incorporated with capital of \$50,000 to buy candies. Incorporators: Carmelo Sanfilippo, Gaetano Corrado and Frank de Simone.

## RHODE ISLAND

Pawtucket—Peter Moran, Inc., has been formed with a capital of \$50,000 to manufacture confectionery. Incorporators are George V. Moran, Peter Callas and Peter A. Couroussi.

## SOUTH CAROLINA

Chester—Thero Petrellons has opened an ice cream manufacturing plant and will put in additional machinery as the business increases.

## SOUTH DAKOTA

Bradley—Peck & Colgate, confectionery, have dissolved partnership. Peck continues.

Deadwood—Mrs. Mollie Williams has sold her confectionery business to James Nelson.

Marquette—Mrs. W. H. Butcher is the new proprietor of the Holmes confectionery store.

Mrs. John Means has bought a confectionery.

## TEXAS

Dallas—The Sunbeam Ice Cream Company has been incorporated with a capital of \$100,000 by J. H. and Arthur and J. J. Marshall.

Fort Worth—The King Candy Company has increased its capital from \$150,000 to \$600,000.

## VERMONT

Burlington—The Lédick Ice Cream Company has discontinued its wholesale ice cream business. The high expense of maintaining equipment for delivery is given as the reason.

## WEST VIRGINIA

North Warwood—Carl Coe is establishing ice cream and confectionery departments in connection with his general store.

## WISCONSIN

Appleton—The Traas Candy Company has sold an interest to R. J. Manne and William F. Brandes.

Balsam Lake—Harry Morgan has opened an ice cream store.

Eau Claire—The Eau Claire Cigar Company, dealing in cigars, candy and ice cream, has been incorporated with a capital of \$10,000 by H. Alter, Walter E. Olson and N. E. Murphy.

Emerald—Thomas Spica has sold his confectionery store to Jack Lawrence.

Ft. Madison—E. C. Patterson will open a confectionery, ice cream and soft drink business.

Marathon—James Lamprakes has disposed of his confectionery business to Buaherres Bros.

Merrill—William Close has opened a confectionery and ice cream parlor.

Milwaukee—The Empire Confectionery Store will open for business soon.

The Knoll & Marek Company, confectionery and cigars, has been incorporated with capital of \$5,000. Incorporators: E. J. Knoll, Henry F. A. Knoll, Albert Marek.

The Waukesha Ice Cream Company has begun manufacturing operations. The firm is controlled by D. A. Williams, Anthony Olinger and D. J. Howell.

Minneapolis—The Minnquay Creamery will soon be manufacturing ice cream. The machinery has been installed.

Monticello—John Lengacher will close his confectionery store and move to Monroe.

Oconomowoc—J. B. Borgan will open a confectionery and soft drink business.

Ripon—Carl Mueller, W. A. Simmons and Otto Kroll have incorporated for \$50,000 to open a soft drink factory.

Sheboygan—Anthony Stolz will discontinue her confectionery business and open a similar enterprise in Kiel, Wis.

Two Rivers—Emil Hoeferl will erect a building and conduct a confectionery store.

Verona—Harry Brothers have opened a lunch room and ice cream department in the post office building.

Wisconsin Rapids—Daly & Kettson have disposed of their candy business to Leonard Haback.

## CANADA

Calgary, Alta.—The King George Ice Cream Parlor has assigned to the Canadian Credit Mens Trust Association.

Dauphin, Man.—Lindsay & Johnston have started business as confectioners.

Fork River, Man.—P. J. Tilt has sold his confectionery business to George A. Lloyd.

St. Rose Du Lac, Man.—A. Allard has commenced business as a confectioner.

Winnipeg, Man.—C. Phillips, confectioner, has sold his business to A. Segal.

C. Tempienham has opened a confectionery store.

Hamilton, Ont.—Mrs. Bella Kenner has sold her confectionery business to John Michor.

New Hamburg, Ont.—A. F. Schroder has opened a candy store.

Niagara Falls, Ont.—William Morwick, ice cream manufacturer, has sold his plant to the Brant Creamery Company of Brantford, but will remain as manager for a year.

Ottawa, Ont.—"Galbraiths," confectioners, have discontinued business.

Mrs. M. A. Douglas, confectioner, has discontinued business.

St. Thomas, Ont.—The Nobility Chocolate Company, Ltd., has assigned to D. E. Gerard.

Toronto, Ont.—The Confectioners' Trading Company has registered.

Thomas McMahon, Ltd., confectioners' supplies, has assigned to the Canadian Credit Men's Association.

Joseph Pearce, confectioner, is succeeded by Max Halpern.

Chambly, Que.—Grisson & Martel Press, manufacturers of aerated waters, are registered.

Chambly Canton, Que.—L. Blanchette, confectioner, has registered.

Daveyville, Que.—Lafleur & Tousignant, manufacturers of aerated waters, are registered.

Montreal, Que.—Denis Masle, proprietor of an ice cream store, has assigned to Engene Prevost.

J. S. Patenaude, confectionery manufacturer, has assigned to the Sun Trust Co., Ltd.

Grayson, Sask.—G. Golden has sold his candy business to W. W. Wong.

Saskatoon, Sask.—W. E. Timpon, confectioner, has sold his business to Grace Pavisky.

Springwater, Sask.—J. S. McNallagh has sold his confectionery store to A. C. Hutcheon.

## Patents and Trade Marks

### PATENTS

#### Granted April 26, 1921

- 1,373,734—Emile Savy, Paris, France. Machine for cooling chocolate and other materials.  
 1,375,862—Earl C. Clearwater, Los Angeles, Calif. Sanitary ice cream protector.  
 1,375,862—Richard Harger, William Schraner, and Paul Hager, Detroit, Mich. Ice cream cutting machine.  
 1,376,016—Claude F. Howell, Chicago, Ill. assignor, by mesne assignments, to Continental Machinery Co., Freezer.  
 1,376,267—John L. Meyfarth, Brooklyn, N. Y. Coffee urn.  
 1,376,345—Emil B. Miller, Schulerberg, Tex. Liquid dispensing apparatus.

#### Granted May 3, 1921

- 1,376,588—Harold G. Rice, Chicago, Ill. Bottle capper.  
 1,376,770—Robert T. Hunt, assignor to The Hunt-Crawford Co., Cohocton, Ohio. Ice cream container.  
 1,376,870—Frederick W. Graff and John V. Oppel, San Francisco, Calif. Process for making beverages.  
 1,376,906—John J. Tokheim, Cedar Rapids, Iowa. Bottle capper.  
 1,377,003—Charles Morris, Vancouver, B. C., Canada. Nut blanching machine.

#### Granted May 10, 1921

- 1,377,247—Sam Hedge, assignor to Hedge's Orange Ale Co., Detroit, Mich. Liquid dispensing apparatus.  
 1,377,630—David O. Royaster, St. Louis, Mo. Beverage cooling and dispensing apparatus.  
 1,377,650—Frederic Wommer, Minneapolis, Minn. Cream extractor.  
 1,377,775—Guseppe Jacobitti, Crockett, Calif. Lump sugar machine.

#### Granted May 17, 1921

- 1,378,099—Gustavus J. Esselen, Jr., assignor, by mesne assignments, to D. & L. Slade Co., Boston, Mass. Flavoring and perfumery extracts.  
 1,378,197—Frank N. Swab, Buffalo, N. Y. Delivery case for bottled beverages.  
 1,378,310—Melville B. Baird and George A. Walls, Kansas City, Mo., said Walls assignor, by mesne assignments, of his right to J. C. W. Bland, Tulsa, Okla. Sanitary drinking cup.  
 1,378,762—Arthur W. Bull, Haverford, Pa. Cream whip composition.  
 1,378,792—Robert A. Johns and Frank Leroy Myers, Mobile, Ala. Combined dispensing and refrigerating apparatus.

#### Design Patent Granted May 17, 1921

- 57,940, 57,950, 57,981, and 57,953—John M. Travis, St. Louis, Mo. Beverage dispensing apparatus.

### TRADE-MARKS

#### Published May 3, 1921

- 123,555—Ogden Wholesale Drug Co., Ogden, Utah. "Craminoid." Preparations used in the manufacture of ice cream.  
 127,136—Multi-Pasteur Co., New York, N. Y. "M. D." Non-alcoholic liquid, semiliquid, and concentrated malt extracts.  
 130,102—George F. Kempen, Ardmore, Pa. Design. Ice cream, frozen dainties, etc.  
 135,201—California Packing Corp., San Francisco, Calif. "Del Monte" and design. Grape juice, pineapple juice and loganberry juice.  
 135,784—Gloria Ice Cream Co., Stockton, Calif. "Gloria." Ice cream, water ices, and sherbets.  
 141,314—John Kotowicz, Indianapolis, Ind. "Daphne" and design. Candy and chocolate bars.  
 141,545—Breyer Ice Cream Co., Philadelphia, Pa. "Choke-o-nut." Ice cream.  
 141,779—Hurty-Peck & Co., Indianapolis, Ind. "Grape whip." A non-alcoholic, maltless beverage sold as a soft drink and syrup for making same.  
 141,956—The Patterson Candy Co., Ltd., Toronto, Ont., Canada. Design and the word "Patterkrisp." Chocolates and candy.  
 142,570—The Welch Grape Juice Co., Westfield, N. Y. "Cran-berland." Jam, jelly, fruit preserves, etc.  
 142,572—The Welch Grape Juice Co., Westfield, N. Y. "Pineplade." Jam, jelly, fruit preserves, etc.  
 142,573—The Welch Grape Juice Co., Westfield, N. Y. "Welch-lade." Jam, jelly, fruit preserves, etc.  
 142,834—Eng-Skell Co., Inc., San Francisco, Calif. "Lilly Fluff." Stabilizing or smoothing powder for ice creams, sherbets, and ices.  
 137,600—Louis Schiller, San Francisco, Calif. "Oranox." Non-alcoholic maltless beverage sold as a soft drink.  
 140,020—Ceco Medicine Co., Chicago, Ill. Design bearing the word "Knoll." Non-alcoholic ginger cordial containing less than one-half per cent alcohol.  
 141,386—Primat Products Co., Chicago, Ill. "Prima." Ginger ale.  
 143,040—California Fruit Products Co., Los Angeles, Calif. Design bearing the word "Kittie." Orange marmalade and orange jelly.  
 143,041—Richmond Chase Co., San Jose, Calif. "Everybody's." Canned fruits; namely, apricots, white cherries, etc.  
 142,300—N. V. Stoom Chocolade & Cacao Fabriek "Kwatta." Middenlaan, at Breda, Netherlands. "Kwatta." Chocolate.

#### Published May 10, 1921

- 140,002—Lake Hamilton Citrus Growers Assoc., Lake Hamilton, Fla. "Hamiltonian." Fresh citrus fruits.  
 129,432—Thrift Stores, Inc., Springfield, Mass. "Pink-Pak." Salted nuts, nuts in their natural state, and candy.  
 129,985—Nucua Butter Co., New York, N. Y. "Zero." Ice creams and frozen desserts.  
 130,266—The Nulmeline Co., New York, N. Y. "Honyo." Cane syrup, glucose, and refiner's syrup for food purposes; honey, and invert sugar.  
 143,003—The Anderson-Sealed Co., Columbus, Ohio. "Capitol" and design. Coffee, tea, spices, salted peanuts and peanut butter.  
 143,738—The Creamery Co., Chicago, Ill. "Meadow-Gold." Ice cream.  
 143,746—Cook-Welker-Hire Co., Fort Wayne, Ind. "Sweet-Plus." Assorted candies, chocolates, and candy bar goods.  
 143,882—New England Confectionery Co., Boston, Mass. "New England." Candy.  
 143,975—The American Sugar Refining Co., Jersey City, N. J. "Dots." Sugar for use as a food.

#### Published May 31, 1921

- 127,543—Chester A. Cawley, Somerville, N. J. "Yellow Label." A non-alcoholic fruit beverage sold as a soft drink.  
 132,381—Michael J. Davis, Brooklyn, N. Y. "Verre" Design. Malt syrup used in making malt beverages.  
 126,630—A. & M. Co., St. Louis, Mo. "Firette." Non-intoxicating, maltless beverage containing less than one-half of one per cent alcohol.  
 135,450—Albert H. Frankel, New York, N. Y. "Gambirun." Malt syrup for making malt beverages.  
 138,150—C. J. Van Houten & Zoon, Weesp, Netherlands, and Chicago, Ill. "Nooz." Cocoa.  
 138,177—The Detroit Malt Co., Detroit, Mich. "Blue Bird." Design. Malt syrup to be used in the manufacture of malt beverages.  
 139,397—Victor Neustadt, New York, N. Y. Design. Malt beverages, cereal beverages, malt extracts and malt tonics.  
 141,706—Vogon Candy Co., Portland, Ore. "Vogon's Melloette." Package candy.  
 142,283—Boston Confectionery Co., Cambridge, Mass. "Cynthia Sweets." Chocolates.  
 142,320—Val Blatz Brewing Co., Milwaukee, Wis. Design. Non-alcoholic near beer, and near beer containing less than one-half of one per cent of alcohol, etc.  
 142,323—Val Blatz Brewing Co., Milwaukee, Wis. Design. Non-alcoholic near beer, beer, and near beer containing less than one-half of one per cent of alcohol, etc.  
 143,177—Nestle's Food Co., Inc., New York, N. Y. "Nestle's Malted milk." Design. Malted milk.  
 143,178—Nestle's Food Co., Inc., New York, N. Y. "Condensed Nestle's Milk." Design. Condensed milk.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of The Soda Fountain, published monthly at New York, N. Y. April 1, 1921, State of New York, County of New York—As: Before me, a notary public in and for the State and county aforesaid, personally appeared D. O. Haynes, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Soda Fountain, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation, etc.), of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publishers, D. O. Haynes & Co.; Editor, D. G. Watts; Managing Editor, D. G. Watts; Business Manager, D. O. Haynes, all of No. 3 Park Place, New York, N. Y.

2. That the owners are: (Give names and addresses of individual owners or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) D. O. Haynes & Co., D. O. Haynes, 3 Park Place, New York, N. Y.; E. King, 15 William St., N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of the total amount of bonds, mortgages, or other securities are: (If there are none, so state.) There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for which such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner, and that this affiant has no reason to believe that any other person, association, or corporation has an interest direct or indirect in the said stock, bonds, or other securities than as is stated by him.

Sworn to and subscribed before me this 1st day of April, 1921. (Seal) G. H. RAYMOND, Notary Public, Kings Co., Certificate filed in N. Y. Co. (My commission expires March 30, 1923.)

AUG 30 1921

# THE SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES &amp; Co. Publishers No. 3 PARK PLACE NEW YORK

SUBSCRIPTIONS:—U. S., CUBA AND MEXICO, \$1.50; CANADA, \$1.75; FOREIGN, \$2.00 A YEAR, IN ADVANCE  
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VOL. XX

NEW YORK, JULY 1921

NO. 7

July Fourth

True Fruit  
Quality  
adds the fin-  
ishing touch  
to any cele-  
bration

J. Hungerford Smith Co.  
ROCHESTER N. Y.

# P O L A R

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## ROBERT M. GREEN & SONS

ESTABLISHED IN 1874  
Broad and Vine Streets

PHILADELPHIA

-

PENNSYLVANIA

# THE SODA FOUNTAIN

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VOL. XX

NEW YORK, JULY, 1921

No. 7

## YOU GET NOTHING WITHOUT A FIGHT

Congress has been in session since April 11 and nothing visible has yet been accomplished toward the tax reform which was so glibly promised when votes were desired. However, despite the dilatoriness and evident distaste with which Congress always approaches a difficult problem the time must come soon when the matter of taxation will be taken up. The soda fountain industry is doubly interested in the discussion which is coming and in the results to be obtained from it. Besides the stake which every citizen of the country has in a measure which may do something to help business conditions or may push us further down into the slough, the soda fountain business has its own interests to look out for and has a perfect right to demand that the "nuisance taxes" on fountain products be removed. But this in itself will get us nothing unless the demand is made so strong that Congress cannot fail to hear.

An attempt will be made at tax reform, a well-intentioned effort to improve conditions. But there is a large amount of money to be raised, more than was estimated a year ago. Economy, so far, has been only evident when speeches were to be made and has not applied to the more practical side of appropriations. This means an abundance of taxes of some sort. There can at best be only a shifting of taxes. Much of benefit might be hoped by such a shifting if judiciously done, but this one will be done under political pressure and in accordance with no known rule of economics or common sense. Taxes will be shifted from those who can bring the most influence to bear and placed on those who make or seem likely to make the least articulate protest against the process. In the effort to satisfy those who demand relief with a loud voice their burdens may be somewhat lightened, which will only mean so much more somewhere else.

It is unfortunate that such things exist, but since they do let us not suppose that we will gather any merit by remaining in the class of the inarticulate. The soda fountain taxes are burdensome and indefensible. We want them removed. Let us, therefore, get out and make such a noise about it that Congress will gladly shift the burden to someone less articulate or less fortunate than ourselves. Only in this way will relief be obtained. What are you, personally, going to do to bring about the desired consummation?

## PRICE SITUATION CONFUSED

The Summer of 1920 will be remembered in the soda fountain trade for the difficulties encountered in getting supplies. That of 1921 bids fair to go down in history as the season of price complaints. All over the country there is agitation for the reduction of the prices asked for soda fountain products. Whether or not the complaints uttered are justified, the sentiment which provokes

them is too strong to be ignored. It is safe to say that the price question is the biggest one confronting the industry today.

What action shall be taken to meet and if possible silence this popular outcry? Few will attempt to deny that damage is being done or to minimize the extent of it. The soda fountain business, like any other and perhaps to a greater extent than most, is dependent on popular goodwill and anything which tends to detract from the esteem in which it has been held by its patrons is detrimental. If the sensational newspapers succeed in making people feel that they are being mulcted at the fountains, this will have an immediate effect on the volume of business, however false the premises on which the newspapers base their conclusions.

We have investigated this question of prices as thoroughly as possible and we are well aware of the reasons for continued high prices for fountain products. It is impossible to sell at pre-war prices and continue to do business. But the fact remains that the public is being led to feel that prices are too high. This is the essential fact. It is the public feeling that counts. This feeling is a real danger to the industry and there should be the fullest co-operation of all soda fountain men in meeting the conditions caused by it.

The remedy lies not in ignoring the public demand. That can be done at times, but with general industrial conditions as they are it is too dangerous an experiment. For all their food value fountain products are luxuries with which people can dispense if they make up their minds to do so. There must be two lines of endeavor used in meeting present conditions. First, the public must be educated to the knowledge that pre-war prices are impossible and that costs are not low enough to allow the fountains to sell their goods at the old levels. Misleading statements must be met by a true portrayal of conditions. The newspapers which are carrying on the propaganda against present prices would, with a few exceptions, be willing to print both sides of the case, especially if the soda fountain side is presented with perfect fairness and moderation and is not merely a blanket denial of all allegations.

The second way of changing public sentiment and making it more favorable to the soda fountains is by falling in with the demand for lower prices insofar as it is possible to do so. This does not mean that we advocate doing business at a loss. On the contrary, every business man is entitled to a reasonable profit—if he can get it. But we do believe that the trade ultimately will reap great benefit in the form of increased patronage if prices are made as low as is consistent with good business management.

An article elsewhere in this issue gives at greater length the results of an extensive inquiry into the price question and the conclusions drawn from this survey. The question is a big one and we hope to learn the opinions of our readers on the matter.

### PROHIBITION LOBBY SUFFERS DEFEAT

The connection of the soda fountain industry with prohibition legislation may not be entirely obvious except as regards the theory that prohibition has increased the demand for fountain beverages. As a matter of fact the new Volstead Bill which met its death in committee and H. R. 6752 which succeeded it were both menaces to the soda fountain business as they were to nearly every legitimate industry in the country. The trade may well congratulate itself that these vicious measures, backed as they were by the powerful prohibition lobby, met defeat and were replaced by the comparatively innocuous Campbell-Willis Bill, which, if not ideal, at least does not offer any threat to industry.

The bill originally introduced under the title of H. R. 5033 or the supplementary Volstead Act was calculated to completely disorganize all industries directly or indirectly dependent on a supply of alcohol for industrial use, and this means most of the essential industries of the country. Its defeat does not indicate a sentiment against prohibition as such; it merely proves that there is a limit beyond which the manufacturers and business men of the country will not tolerate unwarranted interference by the bigoted representatives of the Anti-Saloon League, ignorant as they have proved themselves to be of the real issues involved in the questions under discussion.

Thanks to the bitter fight waged by the manufacturing interests against this idiotic piece of legislation the soda fountain trade may look forward with some degree of certainty to obtaining the extracts essential to the conduct of its business. But the war is not over yet and it is unfair to leave the whole conduct of it to those who saved us this time. If we must have prohibition let us make the best of it, but it is time for every intelligent man in the country to make up his mind to join in the fight against those super-fanatics who are working for the sort of enforcement which will cripple legitimate industry. Not that they desire to injure industry; they merely do not care what happens to business so long as they gain their point and they are shockingly ignorant of the real consequences of the measures which they propose with a blithe certainty of their own unimpeachable wisdom and moral superiority.

Alcohol can be a beverage. It is also a chemical of immeasurable value and essential to modern life. It is time that prohibition was administered by someone who is cognizant of both facts and who is not blind to everything except the danger that someone may obtain a little for beverage purposes which is not so doctored as to make him go blind or insane.

### PUEBLO DRUGGISTS TO RECEIVE HELP

The recent flood disaster in Pueblo was a serious blow to the finances of its merchants. Those of our readers who are druggists will have a fellow feeling for the Pueblo representatives of their profession who were practically wiped out.

A movement has been started in Denver to raise \$50,000 to loan to these men as a means of partially making good their \$125,000 loss. There is no question of charity involved. They are no quitters and declare their intention

of resuming business as soon as possible. The paramount need is cash to enable them to get on their feet again and begin the process of reestablishment. This is what they seek but they want it not in the form of gifts, but as loans at reasonable rates of interest.

Money sent to Roblin H. Davis, Chairman of the Pueblo Flood Relief Committee, Denver, will be used to establish a fund for lending to these druggists on easy terms. The money will be used only for the purposes of reconstruction and the purchase of new stocks and will be repaid with interest to the contributors.

Those who send money will not be giving it: they will merely be extending a loan which will enable fellow business men to recover their commercial standing after an almost crushing disaster.

### AUSTRALIAN REFORMERS ACTIVE

It sometimes seems that the United States must have a monopoly of those keepers of the public conscience and regulators of other people's morals who are so numerous here. Not so. They are present even in far-away Australia and if anything, more troublesome there, if one may judge from a news item published elsewhere in this issue. A proposal has been made there to compel the closing of soda fountains and candy shops at six o'clock lest someone be led astray by their temptations.

The incident is amusing but it has its serious side since it illustrates the lengths to which these professional and semi-professional reformers will go and the impossibility of ever satisfying their immoderate appetite for interference with the inherent rights of others. We have had plenty of lessons along the same line in this country, but there has usually been a color of reason back of their demands and performances. This incident merely demonstrates that the hunger for reforming something is insatiable and the attainment of one aim only makes them look for new fields to conquer.

Soda fountains have gone underground and we have them in the subway now. Evidently seeking, like Alexander, new fields to conquer. Wonder how long it will be before we have to report a commercial airplane fitted out with a complete fountain?

The Government is starting a campaign to collect soda fountain taxes, which, it is said, have not been turned in to the amount desired or expected. Funny the enthusiasm shown for rushing around after little dribbles of tax money when billions are wasted without a murmur. Who said something about "Penny wise, pound foolish"?

The soda fountain is not yet entirely satisfactory to all. Authors complain that it does not provide as good local color as the legally defunct bars and cafes. Probably it will help some as soon as our zealous reformers discover that soda fountains are wicked and dangerous. There is nothing like a little proscription to add to the glamour of the subject under the ban.

Speaking of local color, if the authors need that we understand that it is obtainable at the drug stores in little sticks. Soda fountains do not carry it—yet.

# Price Agitation Is Growing

Soda Fountain Costs to Public Under Fire All Over Country  
—Trade Will Profit If They Are Reduced to Lowest  
Limit Consistent With Good Management

IT WILL be universally agreed that the price question is the big problem confronting the soda fountain business today. Ever since last May the prices of commodities in general have been on the decline and in numerous instances this decline has been to say the least precipitous. Several conditions have interposed to prevent the price of soda fountain products from following this lead to the extent which has been expected and desired by their buyers. The result is a wide-spread feeling of dissatisfaction and complaint which is by no means inarticulate and is finding voice in newspapers all over the country.

Public interest in the question has been aroused to such an extent and such impossible expectations of pre-war or even lower prices have been caused that the situation is one which must be met at once by the soda fountain industry. It is useless to blame the papers for printing misleading or even false figures, though there is no question that they have done so in certain instances. By themselves the newspapers could not have aroused a storm of indignation over the matter if they had not touched upon a subject which was of interest to their readers. To put matters differently, they took hold of a live subject and made it even more alive.

So far as it is possible to judge by the reports which THE SODA FOUNTAIN has received from all sections, difficulties are being encountered everywhere on account of this public attitude on prices. Dissatisfied customers are bad for business and both the present and future trade of the soda fountains will suffer if present conditions are allowed to continue.

New York City has been and still is a center of agitation. One morning and one evening paper have been especially active in assailing the soda fountain men as profiteers, and proprietors and managers in all parts of the city tell us that their customers are exhibiting a tendency to complain.

On account of the variation in character of soda fountain drinks the agitators have chosen to center attacks on ice cream soda prices, selecting this drink as the most typical and standard. Prices on ice cream sodas in New York differ widely according to the class of fountain at which they are served, the limits for a good quality soda being between eleven and twenty-seven cents. This wide variation gave an opening for attack and the slogan has been ten cent ice cream sodas.

The publicity given to the question has induced many stores, mostly of the cheaper class to meet the demand for ten cent sodas and the newspapers have advertised this fact thoroughly, to the detriment of the other establishments.

Another center of agitation has been Columbus, Ohio, where the public prosecutor has taken a hand in the matter and attempted to compel dealers to come down in their prices. Massachusetts also threatens to take action in the form of a declaration that ice cream and ice cream sodas are food products and that those who ask unjustifiably high prices will be liable to prosecution under the laws governing food prices.

All this would tend to create the impression that the soda fountains are profiteering and there is no doubt that this impression is being created on the public. It is

distinctly unfortunate, for outside of those establishments where prices are charged for service and tone and not for the dishes served there is little cause to charge profiteering.

The standard price for ice cream sodas is a myth, there can be no standard when rents and other expenses vary so greatly and when there is no set quality or quantity sold as an ice cream soda. But stores which are jealous of their reputation will not sell drinks of an inferior quality and they will not stint the amounts of ingredients used. In stores of this class the price for an ice cream soda was always at least ten cents. Plain sodas, only, used to be sold for five.

At the present time ice cream sodas sell in such establishments at fifteen cents, with the war tax added. An occasional fountain of this middle class gets as much as twenty or twenty-two cents, but such instances are rare. This fifteen cent price, then, is comparable with the ten cent price of pre-war times. But rents, clerk hire, glasses, syrups and numerous other items are far more expensive than in those days. Taking this into consideration the increase does not seem unjustifiable. Ice cream too which is selling for \$1.00 to \$1.30 a quart according to the locality is not quite down to the old prices.

Soda fountain men in various parts of the country have attempted to bring prices back to the old basis but in many instances have found that this is impossible with conditions as they are. In Syracuse, N. Y., the prevailing price for ice cream sodas was fifteen cents and an attempt was made to cut to ten, but with what success may be judged by the following letter to the editor of THE SODA FOUNTAIN from the secretary of the Syracuse Druggists Association.

Editor, THE SODA FOUNTAIN,

New York City,

Dear Sir:

At the meeting held at South Bay, the Syracuse Druggists Association took up the matter of price reduction on soda water. The prevailing rate for sodas, not including the war tax, is fifteen cents. Some of the druggists reduced their price to ten cents about two months ago, erroneously supposing that the ice cream companies were going to reduce their price. Now they are sorry they did that for they feel that they are not making a fair profit. The majority of the members are getting fifteen cents, and will maintain that price until there is a big decline in the wholesale charge.

Very truly yours,

ALBERT A. MUENCH, Sec'y

In Fort Wayne and Rochester, to mention two of the numerous places where the experiment has been tried, soda prices have been reduced, with an immediate jump in patronage but a very doubtful margin of profit. On the whole, the Syracuse experience seems typical. Prices apparently cannot go back to the old level and still leave a legitimate profit for the dealer. This must obviously be the case since his margin in the old days was not excessive and costs today are higher. Unjustified price reductions can only result in disaster.

Nothing which has been said, however, should be taken



as a justification for unreasonable prices. We believe that the industry will benefit immediately and in the long run as well, if prices at the present juncture are brought as low as is consistent with good management. Only in this way can the public be appeased.

Quality must not be sacrificed to price but must be maintained at the top level and service cannot be slighted without loss of trade. Many costs are irreducible and others can be only slightly lessened. So when it comes to lower prices the poor dealer seems between the devil and the deep sea.

Yet something can and should be done in that direction. It is our opinion that where price cuts have been made the tendency has been to be too drastic and then repent later and decide that reductions are impossible. It is a little difficult to be explicit and say just how far reductions are possible, but we will attempt it, with ice cream sodas as an example.

The minimum price of this drink in establishments of a good class is now fifteen cents, plus the war tax of two cents. So far as can be estimated the cost of the ingredients will vary from three to five cents according to amounts used and quality. Overhead and other expenses will be equal to an approximately similar amount, the costs varying with locality. This makes our costs of ice cream sodas lie between six and ten cents.

If a fountain is fortunate enough to combine low material costs with low overhead then it may be able to sell a good quality ice cream soda at ten or eleven cents, plus the war tax, and still show a reasonable or even a highly satisfactory profit. For the store which is at the other extreme and combines high material costs with high overhead a price of fifteen cents plus war tax is hardly sufficient to show the needed profit.

So it is pretty hard to establish a standard price, but we believe that there are few fountains which cannot sell ice cream sodas at fifteen cents and many should be able to absorb the war tax themselves. The more fortunate establishments should be able to dispense theirs at eleven cents and either add or absorb the war tax according to conditions.

This same reasoning needs to be followed out all along the line. Prices should be adjusted where the need exists and where it is possible to do so without endangering profits. At the present time a policy of reasonable prices will do much to add to the great popularity of the soda fountain and will pay good returns in increased business, now and later.

#### HOPE STILL SPRINGS ETERNAL

The men who used to spend their time and energy in disseminating the news that they had discovered a means for running the family furnace with coal ashes or were about to put on the market a substitute for gasoline which would only cost a fraction of a cent a gallon and was composed almost wholly of water have apparently turned their attention to more pressing problems.

Even Cuba is participating in the popular pastime of discovering substitutes for John Barleycorn which will have all the old efficacy and still not contain a trace of alcohol or any other substance which could bring them under the ban of repressive legislation. The new sugar college of Cuba claims to have developed a sugar beverage, entirely innocent of any alcohol, which is delicious and powerful. Even so little as a teaspoonful is said to be enough to give anyone that happy feeling so ardently sought.

If the story is true Cuba need feel no further anxiety about the sugar surplus but we cannot entirely eliminate a feeling of pessimism in regard to the matter. So few things are all that is claimed for them. It is not yet on the market so it is useless for soda fountain managers to sound their jobbers on prices and terms.

#### FOUNTAIN MAN READS CHARACTER

**By His Patrons' Ice Cream Orders He Deduces Their Character and Status in Life While He Discourses on Psychology**

Three pairs of boy and girl sweethearts were clustered around the marble topped table of the neighborhood ice cream parlor. A waiter, tray in hand, interrupted their happy chatter.

"Mabel," asked the boy of the girl nearest to him, "what will you have?"

"Oh, I'll take a 'Soul Kiss Sundae,'" she innocently replied as she shrewdly picked out the most expensive dish listed on the menu.

Helen piped up, "Let me have a 'Shimmy, Shimmy Sundae.'"

"I want a dish of 'Lovers' Delight,'" softly whispered Rose. And she, too, chose a dish rated above the half a dollar mark.

#### Fancy Names Bring Trade

The proprietor watched this little by-play with keen enjoyment.

"Girls like these are good for the trade," he commented. "What is a fellow going to do? He must buy them what they ask for. What is more, he is glad to seize the golden opportunity to prove what a swell guy he is."

"Two dishes of plain ice cream," the youthful attendant called.

"This, I'll wager, is for some married couple," observed the proprietor as he got the plates ready. "When a girl gets married she leaves behind her forever all the fancy frappes. She becomes very careful of her husband's money, even though she may have squandered it in their courtship days. You can only sell her an ice cream soda or a plain dish of ice cream. I have another test for married couples which is positive. This is it. If the pair on the way out stops at the counter for several ice cream cones you may be sure these are for the kiddies at home. What better proof could you wish for?" His logic was sound; the argument unanswerable.

"Let me have a plate of orange ice," the waiter interrupted.

"For whom is that?" the boss asked.

#### Ices for the Aged

"For the old man in the corner," the waiter said, pointing. "Just what I have always said," the proprietor observed, as he explained another of his pet theories. "Old people prefer ices. You see, they have no teeth and the ices melt in their mouths. Seven times out of every ten when a call comes for a plate of ices you may be sure it is for an old man."

"What is the most popular soda?" he was asked.

"Strawberry, with pineapple a close second. People think the fruit is fresh. That is why the demand is so great. The soda is a daytime drink. It is in the evening that the sundaes and the frappes come into their own."

"The most popular sundae is the banana split. It is a particular favorite with the girls and women. In very hot days, however, the soda is the only thing that will go. People are thirsty. And they want to drink."

"Men as a rule when alone order such drinks as cocoa and moxie. To the school girl belongs the chocolate marshmallow sundae."

"The thin, studious man with that learned look always orders malted milk."—N. Y. SUN.

**Fountain Managers and Dispensers!** Want a better job—a connection where you will have a chance to grow—to broaden your experience? You can quickly and economically get in touch with such opportunities by running a Want Ad in THE SODA FOUNTAIN. These ads get results!

# Atlanta Show Proves a Success

## First National Drug and Sundries Exhibition Includes Many Exhibits by Manufacturers of Soda Fountains, Supplies and Accessories

**T**HE first national Drug and Sundries Exhibition at Atlanta got under way at nine o'clock on the morning of July 4, at the Atlanta Auditorium Armory. For four months soda fountain and accessory dealers have been looking forward to this exposition and planning to make use of it to get more closely in touch with the druggists who use such enormous amounts of soda fountain products. Although the exhibition was a drug and drug sundries one, the importance of the soda fountain to the drug trade was emphasized at every turn.

Many of the biggest manufacturers and dealers in soda fountain supplies were represented and their exhibits attracted fully as much attention from visiting druggists as any in the show. The attendance was unexpectedly good throughout the week and the show was an unqualified success, both from the drug and the soda fountain point of view. Many druggists who had not previously realized the possibilities of their soda fountain business and the modern appliances which were available for increasing trade and handling the work more economically, had an opportunity to get in touch with the latest methods and appliances.

Atlanta liked the show. The visiting druggists liked Atlanta and the show too, so it is sure to be an annual affair. The drug and sundries exposition was a new thing in the business world and provided a means whereby manufacturers of the many useful, necessary and beautiful lines of merchandise, which go to make up a modern drug store, might make complete displays of their goods and druggists might come from all parts of the country to examine these goods at first hand and make purchases. This was the market feature of the exposition.

### Publicity Value Is Great

The publicity value of the show has attracted and held the attention of the trade. The drug store is a vital essential part of the life of every community and in recent years has grown to be a veritable department store, especially in the smaller cities and towns.

There is no line of business in existence which is able to produce from its own provinces so great a diversity of merchandise for display.

That all these features made a general public appeal was proved when the holiday crowds poured into the great Armory. Flags and bunting abounded on every hand and from opening until late at night and each day that week, druggists and their friends and the public at large thronged the exposition, enjoyed the sights, the concerts, dancing and other attractions.

Among the artistically arranged exhibits in the Auditorium were complete displays of toilet articles, soaps and perfumes, talcum powders, hair nets and other aids to beauty, dentifrices, fine stationery, the finest ivory goods made, holiday goods, ice creams (which the public was invited to sample), ice cream cones, fruit syrups and extracts, rubber goods (domestic and imported), glassware, pharmaceuticals, standard medicines, flashlights, violet ray machines, cigars, smokers' supplies, cigarettes (samples thereof with also), soda fountain supplies, vacuum bottles, safety razors, new-style fountain pens, fixtures, well-known candies and confections, etc. It was a varied and beautiful display.

Prominent Atlanta druggists have co-operated enthusiastically with the management in making this market show a success.

siastically with the management in making this market show a success.

### Big Holiday Crowds

The crowds of Fourth of July celebrators visited the exposition Monday evening, surveyed the exhibits, and participated in the dancing in Taft Hall, all of which made a fitting climax for the national holiday.

The exact number of druggists there was somewhat problematical, but hundreds not only from Georgia but from neighboring States as well, filled the hotels and boarding houses. The annual convention of the Georgia Pharmaceutical Association opened in Taft Hall on July 6.

For the hours when the public was admitted to the exposition some very attractive entertainment features were provided, including band music, selections on the big pipe organ by City Organist Sheldon, music by the Mexican Serenaders, and on two evenings at least songs by the Georgia Male Quartet.

Probably the appearance of the Mexican Serenaders was one of the outstanding features of the week. This is a new musical organization for Atlanta. It is composed of twelve young men who twang stringed instruments in such a seductive manner as to instill the jazz spirit into a wooden Indian. They also include the highest class productions in their extensive repertoire. After playing for two or three hours in the exposition proper, until the exhibits were closed for the night, the serenaders each evening adjourned to Taft Hall and played for dancing until midnight. This was open to all visitors to the exposition without extra charge.

"We have a successful exposition this year—wonderfully successful in view of all conditions," declared Secretary James A. Metcalf, just before the exposition opened. "If the Atlanta public will now show its appreciation by attending the show, they will not only be well repaid, but will give proof to the large manufacturers who have sent their goods for display and their sales executives here from all parts of the country, that Atlantans cordially support every Atlanta effort to do something worth while.

"Such evidence of local appreciation of the exposition will have its effect upon both exhibitors and visiting druggists, who will be well satisfied with the week spent in our midst, and will be glad to come again next year. That simply means that we will have an annual Drug and Sundries Exposition here, which will grow in size, importance and interest from year to year, and will give to Atlanta another outstanding attraction.

"What everyone will see at the Auditorium this week is the result of four months of hard work. At the start some said it couldn't be done this year. But it has been done, and now is the time for the home folks to get in their work, and give the exposition a big boost toward permanent success."

**Soda Fountain Managers and Dispensers!** When you want a new position, try a Want Ad in THE SODA FOUNTAIN. Thousands of soda fountain owners read these ads. They have helped others on the road to success—they can help you, too!

## TREASURY BELIEVES TAX EVADED

**Commissioner of Internal Revenue Announces Special Drive to Collect Soda Fountain Taxes and Punish Dealers Found to Have Made False Returns**

Special squads of tax experts acting under orders of Commissioner Blair of the Internal Revenue Bureau are engaged in a thorough investigation in all the revenue districts of the United States to detect, correct and, if need be, punish errors and falsifications in the tax returns of soda fountains and soft drink establishments.

The instructions under which these men are operating are to apprehend all dealers who have wilfully refused to make tax returns and to arrange for the arrest and prosecution of others guilty of violations, through failure to make either returns or payments.

Officials of the revenue bureau have announced that they expect the campaign to bring in several million dollars in taxes which have been wrongfully withheld from the Government. A big haul of violators is anticipated, according to these officials, and with the penalties and extra assessments which the law imposes for failure to pay the taxes, a considerable increase of government revenues is looked for.

It is claimed that the failure to make accurate returns on soda fountain sales has been general and the officials have received many reports of violations of the tax laws, particularly since summer began. Where the inaccuracies are due to errors in checking receipts or to carelessness, Commissioner Blair has instructed his men to compel if necessary the installation of separate cash registers or other equipment which will permit the amount of tax due to be computed accurately.

The statement is made by the Internal Revenue Bureau that inspectors have noted violations of the law by some of the largest establishments and that some of the chain store concerns have been found among the delinquents.

## BLUE LAW HAMBERS DRUGGIST

L. S. Haight, a druggist of St. Thomas, Ontario, who recently installed a soda fountain, has found that he is in conflict with the early closing laws in consequence. Drug stores there are compelled to close at 7 p.m. while soda fountains are under no such restrictions. Mr. Haight decided that the proper procedure was to close down the drug store end of the business and keep the soda fountain going. This met with no approval from the authorities and he was charged with violation of the early closing by-law and, notwithstanding his contention that the by-law did not apply to that side of his business, a fine of \$25 was imposed. An appeal has been taken against the decision.

## ENTER THE TRAVELING SODA FOUNTAIN

Soda fountains of the established order are to meet a new type of competition if the plans of the Oasis Refreshment Company go through. This company, with a capital of \$50,000, has recently been formed at Springfield, Mass., to manufacture portable soda fountains. According to preliminary reports these soda fountains on wheels are to be provided with tanks having a total capacity of fifteen gallons. Compartments for syrups, flavors, straws, glasses and all the other items required for a complete fountain will be present and the keynotes, according to the prospective manufacturers, will be convenience and sanitation.

The company is composed of William E. Hallahan, the inventor, and two associates, Fred E. Doolittle and Arthur A. Jaln. Manufacture will be started soon on a small scale, it being the intention of the makers to go slowly at first and test out the demand for their product.

## LOWER PRICES HAVE ADVERTISING VALUE

**The Fountain Which Has Reduced Costs Can Attract a Lot of Attention and Trade By Featuring the Comparison of Old and New**

Has your store reduced the prices of its fountain goods to any extent? If you have, then you have a splendid chance for making a good drive that will bring in more business to your fountain. The way to do this is to make a list of the products that have been reduced. If ice cream sodas are selling for thirteen cents now instead of seventeen cents as a year ago and if orangeade is selling for eleven cents instead of seventeen cents, then these two items should be included in the list and all other drinks and dishes on which there has been a reduction should also be added. The list should be lettered on a large sheet of cardboard. At the top of the cardboard should be this wording: "How Our Fountain Prices Have Dropped." Then under this at the left of the cardboard should be the words "Last Year's Prices" and at the right the words "Prices Now." After the list has been completed it should be placed in the store's main show window.

The same sort of a comparison of prices might also be made by the store on the mirror of its fountain.

Everyone who stood up in front of the fountain would be sure to see this comparison and would be impressed by the comparison, with the result that the store would soon get the reputation for being right up at the front of all the local retailers who have been reducing prices. And a reputation of that sort is a mighty good thing for any store to have.

## SEIZE SUPPLY COMPANY'S WALNUTS

**Boston Health Authorities Condemn 20,000 Pounds of Manchurian Variety Held by T. M. Duche and Sons Company as Rancid**

Health Commissioner W. C. Woodward, of Boston, after a conference with representatives of T. M. Duche and Sons Company, sustained the action of Deputy Commissioner P. B. Mullowney in seizing 20,230 pounds of Manchurian walnuts in the possession of the company. The order of seizure stated that the walnuts were rancid and wormy and were unfit for human consumption.

Representatives of the company disagree with this ruling and claim that the complaint against the walnuts was entirely unjustified and instigated by commercial malice.

Percy Grellier, Boston sales agent for the T. M. Duche and Sons Company, told a representative of THE SODA FOUNTAIN that in his opinion the complaint against the walnuts was instigated by someone who desired to discredit the company in the soda fountain, confectionery and bakery trade.

"Those walnuts were bought on sample and sold on sample and I can show you more than a dozen letters from customers, all of them stating that they found them perfectly satisfactory. The backward condition of the trade has held back the stock and it had to be sold. They were last year's stock and, so far as I am able to judge, they were alright. We paid 23 cents a pound for them, when we could have bought some at a much lower price, and sold a large quantity. In fact, other Manchurian nuts, which we purchased at a much lower figure, were sold and there was not one word of complaint heard from them.

"So far as we have been able to find out, the complaint was instigated by a firm which is eager to break down the business we have spent years in establishing. The complaint was made that the nuts were wormy and also that they were rancid. We do not intend to enter into any contest with the health officials on the merits of the goods and will have to accept our loss, which probably will be about \$7,000."

# Sugar Market Nears Bottom

Indications Are That Improved Demand Will Serve to Prevent Further Declines for the Present—

Large Surplus Still Overhangs Market

**I**S SUGAR going to drop still further? This is the question which is agitating all holders and prospective buyers of the product.

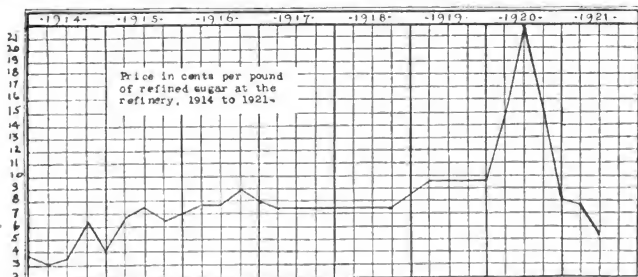
In THE SODA FOUNTAIN for June the prediction was made that refined sugar, which was then selling at 6.30, refiners price, was in a weak position and would go still lower before rallying. This prediction has been abundantly justified since then. Price cut has followed price cut, with the Federal Sugar Refining Company usually taking the initiative, until at the present writing the refiners price is 5.20, the lowest figure quoted in more than six years.

The peculiar thing in this situation is that during the time refined sugar has been dropping 1.1 cents the raw product has remained practically stationary. Duty paid sugars declined to four cents and then ceased to exhibit weakness while the refined has been gradually sinking until the refiners margin is only 1.2 cents. This is not

far from the normal margin and it seems improbable that much further decline can come in the refined product without a corresponding break in the raws.

This is not looked for by the well informed men in the trade. Moreover there has been an awakening of the demand for sugar since the price reached 5.20 showing that the wise buyers feel that the end of the decline has been reached at last, at least for the present. Seasonal demand is likely to make itself felt from now on and this may assist in preventing further decline and may even cause a slight rally in prices as has been customary in normal years.

There is no indication however that sugar prices will go far above the present levels for a long time to come and they may go considerably lower if the excess stock of the Cuban planters is forced on a dull market. The recent strength in raw sugars is due to the belief that this will not occur but that arrangements will be made to



Figures Furnished by Facts About Sugar

hold back the bulk of this surplus until it can be marketed without breaking prices.

If a prediction may be ventured at this time it is that there will be little change in sugar prices for some months except for a possible seasonal rise of very moderate extent followed by a sinking back to present levels or below. Pre-war prices for refined sugar were usually not far from three cents a pound. It may be that it would be expecting too much to hope for similar prices this year, but we certainly need not fear any considerable rise from the present level. The safest way seems to be to follow the advice of the Federal Company and buy only for week to week requirements for the present, hoping for still more of a decline. Four cent sugar is not outside the realm of possibility even though there may be no change in that direction for a month or so.

Sugar supplies are such as to preclude any possibility of a shortage this year. A considerable proportion of the Cuban crop, probably at least a third, is still piled up in the ports of Cuba. Hawaii is a hundred thousand tons or more behind its shipping schedule, which means

a considerable influx of duty free sugar from there later in the year. The beet sugar crop will be available in October. Europe is not buying now and in the fall will have an unexpectedly large crop of beet sugar to depend upon. Cuba needs money badly and must borrow it or sell sugar to get it. These are the facts that stand in the way of increased sugar prices this year and indicate that levels as low or lower than the present will be maintained.

There has been some misleading propaganda put out to improve the market for sugar. The statement has been made that the consumption of the country will run over a hundred pounds per person. This would be a record, but the fact is that consumption is running slightly below last year and the figures on which the quoted statement were based were figures showing the amount of sugar which was available for consumption in the United States and not the amount actually used in the first five months.

Next year's sugar market may be an entirely different

matter. That there will be a carry over of more than a million tons seems certain but the new crop will be far below that of this year. Cuban production will be curtailed by the financial inability of many of the planters to properly prepare the ground for planting. Add to that the influence of prevailing low prices and discouraging losses and it is easy to predict that the cane acreage will be far below that of the 1920 to 1921 season. The American crops, both cane and beet, will likewise be smaller, while the European demand will in all probability be much brisker. The failure of Europe to buy this year was due to no lack of desire, but to the disorganized conditions of trade and industry. Next year should see improved conditions and increased buying power.

Sugar and cotton are in much the same position. Both have been depressed by large crops and lack of demand. Cotton has shown the effect of this in the exceptionally low acreage planted this year and as a result the price of cotton will rise sharply as soon as the enormous carry-over is disposed of. Sugar will react to the same conditions in the same way and there will not be a correspondingly large carryover to depress the market. Sugar will in all probability see its low price in the late summer or early fall and may sell far above it by this time next year.

The chart which accompanies this article is self-explanatory. It shows the refiners price for sugar from just before the war until the present time. In studying it must be remembered that the period from April, 1917, to December, 1919, was one of government control which accounts for the absence of minor fluctuations. The chart does not show the sudden jump in the latter part of 1919 when the government allowed the Louisiana planters to sell their product for eighteen cents, though the price of other sugar was maintained at the old level until the end of Federal control.

As shown on the chart, sugar is now lower than at any time since the opening of the European War except for the brief period in the last of 1914, when it dropped back to four cents. One would look a long time to find a commodity showing a wilder fluctuation than was shown by sugar during its brief but hectic rise in 1920 and its equally violent decline. Those accustomed to chart reading will expect a gradual flattening out of the curve for a time before any rise takes place.

#### ATTEMPT TO BOOST ICE CREAM EXPRESSAGE

The Public Service Commission of West Virginia recently blocked an attempt made by the American Railway Express Company to raise the express rates on ice cream shipments in the state. The express company applied for permission to increase the minimum weight on ice cream containers from 100 to 150 pounds. This, according to the manufacturers would have necessarily resulted in a boost in ice cream prices to absorb the added charges and the West Virginia Ice Cream Manufacturers Association waged a successful fight against the application. After only brief consideration the Public Service Commission ruled against the express company.

#### MIXED DRINKS CARRY TAX IF NOT KICK

The deputy internal revenue tax collector for the San Francisco district has ruled that the soda fountain or other soft drink establishment which mixes bottled drinks must pay an extra tax. The effect of this ruling is that if a customer desires a root beer-ginger ale mixture the drink will be subject to the luxury tax, although both ingredients are taken from bottles on which the tax has already been paid by the manufacturer.

#### FEDERAL COMPANY HITS SUGAR TARIFF

##### Protest That It Is Subsidy to Beet Sugar Growers And That Only A Third of Our Sugar Supply is Grown In This Country

Protesting against the new sugar tariff proposal before the Ways and Means Committee, the Federal Sugar Refining Company said that "such a scheme would be tantamount to a subsidy to the extent of the duties remitted, and subsidies to domestic sugar growers have been declared unconstitutional by the United States Supreme Court."

The proportion of foreign sugars to be imported at the proposed preferential rate amounts to two pounds for each pound of domestic sugar handled. "This is an added indication," says the Federal's statement, "of how far certain members of Congress are willing to go in their efforts to put the domestic beet sugar industry in the foremost rank of the 'special privilege' class."

Other important declarations made by the Federal Sugar Refining Company in its latest statement are that still lower sugar prices are probable; that Europe is not buying sugar and that the proposed \$40,000,000 Cuban bond issue is not likely to be considered favorably.

Europe is not in the market for sugar, according to accurate first hand reports received from the other side by the Federal Sugar Refining Company. Summarizing the European situation, the English correspondent declares that "the outlook in our opinion, is a very bad one and it seems highly probable that prices must go eventually to a very low level."

#### TWO YEARS SUPPLY OF LIME CITRATE

To substantiate the belief that prices for citric acid are not likely to go higher during the next year or so, the large 1921 lemon crop in Sicily and the heavy excess supplies of citrate of lime there are pointed to. According to the opinions of leading producers abroad, the total supply of lime citrate exceeds 25,000 tons.

In spite of the higher prices fixed by the Camera Agrumaria, the demand for citrate of lime during the early part of 1920 was unusually heavy. Sales during the year amounted to above 11,000 tons, compared with an average production during the five previous years of less than 8,000. On November 30, 1920, at the close of the season, stocks on hand in the warehouses of the syndicate amounted to about 8,000 tons, or approximately one year's production. Owing to the large lemon crop and the unfavorable condition of the market for fresh fruit there will undoubtedly be an exceptionally large production of citrate of lime during 1921, a production estimated by one of the leading experts at 14,000 tons. If this amount is added to the stocks now on hand of 8,000 tons, and also the portion of last year's production retained by the producers and not delivered to the syndicate, probably about 3,000 tons, there results a total of 25,000 tons.

#### EXTRACT MANUFACTURERS MEET IN JULY

Owing to an error in the report received, the last issue of THE SODA FOUNTAIN stated that the convention of the Flavoring Extract Manufacturers of the United States, which is to be held in St. Louis, was to be June 13 to 15. This should have read July 13 to 15. A program of addresses and entertainment has been arranged and not less than 300 delegates are expected to be present. Dr. Samuel H. Baer, vice-president of the Blanke-Baer Chemical Company, is chairman of the local committee on arrangements.

# Summer Displays Should Be Simplified

Window Arrangements for Hot Weather Attract Best When They Convey an Impression of Coolness and Spaciousness and Avoid Crowding the Display

BY WILLIAM B. STODDARD

**D**URING the hot summer days fruits come to the fore as the most satisfying of eatables and every fountain man features them prominently on his bill of fare. There is no better way to get them before the public than by arranging an attractive fruit window, and this was done effectively by a store in Detroit, Mich., which not only called attention to their fruit specialties, but at the same time boosted their hot weather luncheons.

A table in the rear of the window held oranges, slices of chocolate cake and sliced pineapple. A second table bore cherries and cocoanut cake and a third was heaped with oranges alone. Down in front was a big wicker basket heaped with oranges and pineapples, with several bottles of ginger ale peeping out amid the fruit. Beside it was a huge watermelon, with a card "Luscious Watermelon — 10c a slice." On the floor and on pedestals were placed bottles of cherries, grape juice, and ginger ale, while on the floor were oranges, and tempting looking slices of pie.

Adding much to the selling power of the display were the large, yet neat, signs, scattered about. Among them were: "Drop down in the morning and have a few doughnuts and a cup of good coffee"; "A few of the delicious thirst quenchers served at our sanitary fountain—coca-cola, root beer, and all phosphates, 5c; ice cream sodas, 10c"; "The fruits and syrups used in preparing the dainty dishes served at our fountain not sold in bulk"; "Just want a sandwich? All right, choose from these—Ham, cheese, egg, salmon, lettuce and tongue."

The best of all, however, was the large card in the centre, on which was pasted a photo of the fountain and which read "Your Fountain—Cleanliness, Sanitary and Service Reign Supreme." The whole window was an invitation to partake of the fountain drinks and luncheons, and it gave definite suggestions as to what to eat and drink and quoted prices, in addition to displaying viands in a most attractive manner.

## Simplicity of Window Appeals

The Boston Store, Milwaukee, Wis., has a successful fountain luncheonette and candy department, located on the main floor of their large store, and the attractive ways in which they display and advertise, have brought it to

the attention of thousands of shoppers. A recent arrangement called wide attention to some of their iced summer drinks, which could be had either by the glass or the bottle.

A veranda was shown, covered with a grass rug, with green bamboo shades in the background and a long drape of floral cretonne. On a wicker settee, upholstered in cretonne to match the draperies, sat a young woman in white, wielding a big palm leaf fan; apparently approaching her with a wicker tea wagon was another girl in white ruffled organdy. On the wagon was a big glass pitcher of grape juice, and a half dozen glasses and glass spoons. A card suggested, "There's nothing so refreshing on a

hot afternoon as a glass of ice cold grape juice. Get it at our fountain—by the glass or the bottle."

Their candy and soda fountain booths are arranged with special reference to catering to the hot weather trade. A white pergola, hung with wisteria among which are strung a number of green bulbs, giving the whole an atmosphere of coolness, is devoted entirely to boxed candy. Here are chocolates and bonbons in ribbon tied boxes, as

well as a large number of boxes wrapped in stout manila paper, sealed and labelled and ready to be addressed and mailed. A card among these wrapped goods says: "Just leave the name and address and we will attend to the mailing." Another card suggests: "Let us be your memory—Give us the name and address and how often you wish candy sent and we will attend to it regularly without bothering you, sending you a monthly bill for the service rendered." This little plan appeals mightily to a young man whose lady love lives at a distance, or to the man whose family is vacationing.

There is a special show case devoted to nuts and nut candies, and another to simple and wholesome sugar candy. Next to the popular price candy is the luncheon counter, and just beyond that the fountain, ready to serve hot drinks or cold to the patrons of the luncheonette. A booth that would perhaps make a greater hit in cold weather, is devoted entirely to doughnuts, and bears a large sign, "Become a doughnut fan." In the winter the doughnuts are made at the booth and served hot and



*The Window Exemplifies Coolness and Comfort*



*Fruit is the Keynote of the Display*

crisp, but the odor of frying, so delicious in cold weather, would act as a detriment to their purchase in summer, so they are prepared in the bakery and brought in at regular intervals.

Joske's, San Antonio, Texas, is another department store that pays much attention to its fountain. The firm issues a juvenile paper, "Joske's Jolly Journal," which is sent free to all children who request it. In each issue is a coupon, with space for name, age and address, which can be clipped and sent in, and as soon as this is done the child's name is placed on the mailing list. The list is kept card indexed according to age and at frequent intervals letters are sent to the children, announcing special candy or toy sales. In their juvenile paper there is always a fountain column in which hot drinks or cold are played up, according to the season. A catchy ad run by them recently showed two youngsters perched on a high stool sipping an ice cream soda through a straw. It was captioned:

#### ICE COLD SODA WATER

With ice cream in it. Come in and cool off these hot days at **JOSKE'S FOUNTAIN**

On the first floor you can get all colors of soda water and ice cream. And right next to it is the candy counter, where they sell the bestest lollypops and everything.

#### How Far Is It To Your Fountain?

A clever device was adopted by Thorntons, Atlanta, Ga., to call their fountain to the attention of the business people. They are located in the heart of the office building section, so they had printed and distributed to all offices within a radius of a quarter of a mile a card bearing the heading, "All Steps Lead to Thorntons." It showed their

location with foot prints pointed in their direction. Bgneath the cut was printed:

We are 297 steps from the Transportation Building

119 steps from the Post Office.

231 steps from the Candler Building

180 steps from the Hotel Cecil

96 steps from Ansley Hotel

87 steps from Piedmont Hotel

191 steps from the Grant Building.

262 steps from the Atlanta Trust Building.

Check us up on this count today—and enjoy a delicious sundae or ice cold fountain drink.

#### WINDOW DISPLAYS REQUIRE PLANNING

**Same Qualities Needed by Window Trimmers as by Salesmen and Writers of Advertising—Important to Get Consumers' Viewpoint to Get Results**

The fundamental principles involved in effective window displays, whether for a soda fountain, a five and ten cent store or a jewelry shop, were clearly and lucidly stated by one of the speakers at the convention of the Associated Advertising Clubs, recently held in New York.

"The same type of mind, the same vision, are necessary in the fundamental planning of a window display as in planning an advertisement or store event. The means employed in planning a display are different, but the successive psychological steps which every salesman, whether in print or in person, learns in the very primary grade of selling technique are the same. A display, like a salesman and like a printed advertisement, to get results must proceed somewhat along the sequence of first getting attention, then arousing interest, developing interest into desire and intensifying desire to the point where action results.

"The same keen appreciation of news-value and timeliness and appraisal of the worth of a "stunt," the same clarity of expression, the same knowledge of the principles of art, the same recognition of the value of neatness and order, with contrast to secure emphasis and relieve monotony, are as necessary in the man who controls the display policy of a store as in the man who produces and regulates its advertising columns and expands or contracts the appropriations for any given line of goods.

"The merchandising sense and sound business principles of the display planner must be wisely tempered with that outside or "Consumer view point"—which is one of the advertising man's most precious assets and an asset not often possessed by other than advertising men. For if a person with only the merchandise viewpoint is in the saddle, a store's displays are too likely to continuously show the things the store wants to sell, instead of the things the shopping community wants to buy."

#### OBJECT TO MILK CLASSIFICATION

The classification of milk into Grades A and B was condemned at the convention of the Central States Dairy, Food and Drug Officials Association held in Baltimore, June 9 and 10. The discussion of this subject was introduced by the Milk Committee, of which Francis E. Fronczak, Health Commissioner of Buffalo, is chairman, and led by W. B. Palmer, milk inspector of Orange, New Jersey, and J. E. Thomson, chief of the Division of Milk Inspection of New York. It was the opinion of the officials present that the classification of milk into Grades A and B serves no useful purpose and only enables the milk dealers to make an extra charge for Grade A milk.

Delegates to the convention took advantage of invitations to inspect the plants of Sharp and Dohme, manufacturing pharmacists, and McCormick and Company, large manufacturers of flavoring extracts and related products.



# Soda Shop Adds Successful Tea Room

Dixon-Miller Store in Philadelphia Increases Popularity  
by Providing Tea Room Facilities and  
Exceptional Homemade Food

By K. H. LANSING

**S**TARTING as a soda and confectionery shop catering especially to a high class trade in the downtown theater, shopping and banking district, the Dixon-Miller Company, Walnut and Fifteenth streets, Philadelphia, found that there was such a demand for light refreshments of quality that it ventured to open a tea room in connection with its regular business.

That tea room, the result of a natural demand, has met with a notable success entirely in keeping with the favor which patrons had already bestowed upon the candy and fountain departments, which were a success from the moment this unusually attractive shop was opened

in the spring of 1920. The dainty character of its window displays where lacquered boxes and Chinese baskets with tasseled lids enticingly revealed chocolates and bonbons and in which tulle and ribbon bows and silken drapes were featured, and the extraordinarily restful and harmonious interior, beckoned to the sort of patronage which regards quality more than price; yet many who must be careful of expenditures came, were pleasantly surprised and came again.

So with the tea room. Seated upon roomy, cushioned settees before which small tables are ranged, customers regale themselves with dainties of a kind few tea rooms



*Soda Fountain of Dixon-Miller Company*

attempt to supply. And therein lies one of the secrets of the shop's success.

The tea room is under the personal supervision of Miss Helen Dixon, the daughter of a member of the firm, and the tea room's rapid advancement in popularity is admittedly due to her work.

Everything sold in the tea room is strictly home made.

This fact is one of the high lights of the place. For instance, who hasn't yearned, during the strawberry season, for that good, old-fashioned shortcake made of real biscuit dough with an extra amount of shortening—such as "Mother used to make," in preference to the baker's cake-and-whipped cream combination almost invariably to be had in downtown luncheonettes and cafeterias?

Miss Dixon rose to this emergency, as she had heard

that wish frequently expressed in other places. She saw to it that this yearning, among her patrons, at least, was satisfied. Real honest, "cross-your-heart" shortcake was served and the patrons scored it up in their memory—especially the men. And more berries, and juicier, were found between the layers than are discovered by the anxious berry-searcher in most eating places.

Then Miss Dixon's home-made nut bread sandwiches are a great drawing card. So are her home made cakes. For some reason, unknown to any but the native, Philadelphians seem to insist on speaking of cake in the plural. It is never cake; always cakes. And no one in the Quaker City speaks of cookies. Anyhow, Miss Dixon's cake or cakes is or are some delicacy and the repeat orders and encores are most encouraging to the department.



The rush for the home-made nut bread resembles the sortie for window seats in a restaurant at lunch time. The house can hardly serve enough of it. So with the home-made lemon meringue pie. The male patrons come as near gobbling it as staid bankers and other dignified men of affairs dare.

Here is another thing worth consideration: Miss Dixon, while having a special hot dish served every day, reserves Thursday and Saturday for some piece de resistance.

Men figure notably in the patronage of the place—and they are far from the type called "tea room hounds" in the comic papers. The regular patrons of the male sex, as matter of fact, consist mostly of bankers, physicians, brokers and business house executives.

These men, too, may be seen daily and in the evening in the "line-up" at the soda fountain. That, explains Mr. Dixon, is because of the specialty made of egg-and-milk drinks. Pains are taken to have these particularly appetizing. Top-notch quality is maintained at the fountain, as elsewhere in this shop. The fruit, nuts and syrups are of the freshest, as well as the eggs and the milk, and Mr. Dixon attributes the popularity of his place to this fact.

"You positively must sustain quality until you have achieved success," is Mr. Dixon's most emphasized tip to the trade. He believes that the house which, on its "opening" makes a special point of serving quality, later tapering off to the mediocre, or worse than that, is on the toboggan with the chute well greased.

Dixon-Miller fruit punch, the exact ingredients of which—with the exception of carbonated water—are a guarded secret, is another lure for the men and an attractive glass bowl of this beverage, which is a cooling, summer drink, always occupies a central position on the marble fountain slab. The bowl bears the name of the drink and the receptacle is surmounted by a silver-plated pump with ball handle.

A Japanese bowl of whole fruit usually stands at the junction of the front slab and the wing. Straws are kept in attractive glass jars with the top, of silver plate, always tightly in place to exclude dust. Flies are as rare in this shop as elephants or camels.

The unusually handsome fountain occupies a space of eighteen feet in length, with a five-foot wing on the side nearest the entrance. It is of the "iceless" brine-cooled type and has been called among the finest in the State. The counter front is of dark-veined Skyros marble and the frieze and top slab are of light-veined Skyros. The base moulding of Egyptian black and gold and the marble facings of the interior working parts are of pink Knoxville marble.

The fountain is economical in its working, requiring but one icing a day. There are seven thirty-quart ice cream containers, making 210 quarts for immediate use, and an eighth container of the same capacity for milk. The turnover in ice cream, in warm weather, is about 2,000 quarts a month. The place is open until midnight every night except Sunday, when it is closed all day.

A dispenser and assistant during the daytime and the

same number on the night shift have been found sufficient at the fountain. Waitresses attend to the wants of those in the tea room.

The house specializes in sundaes and its chocolate ice cream soda of high quality is particularly popular. The firm makes its own chocolate, vanilla, lemon and fresh fruit syrups and sells numerous bottled drinks of standard make.

The post-payment check system is used in preference to prepayment, as Mr. Dixon is strong in the belief that this is the only system of payment for high grade custom, which orders what it likes and pays for it without fail. There has been hardly any loss at the store from the operation of this method. Mr. Dixon says that it is a

psychological fact that the patron who has paid in advance of service, by buying, for instance, a twenty-cent check of the cashier, on seeing on the menu card or on a window-strip a thirty-cent or twenty-five-cent dish he would like, will pass it up, nine times out of ten, rather than change his check. The post-payment system, he adds, undoubtedly means more business.

As has been mentioned, the daytime trade is drawn largely from solid business and professional men and women of means who drop in from their shopping; at night the patronage is in large part from the theaters and hotels in the vicinity. The corner is a transfer point for the street cars, but

there is a great deal of "limousine" trade.

The seating capacity of the store is about thirty-five, the dimensions being nineteen feet by thirty-eight. The color scheme is light brown for the woodwork, which is bay with Circassian walnut finish, mazarin blue for the walls and an ivory tinted ceiling. The candy counters, fixtures and general decorative features were carefully planned to give a harmonious ensemble.

The back bar base is of marble harmonizing with the fountain top slab and in it there are shelves for the reception of dishes, glasses and bottles. Between the large cabinets, where soft drinks, bottled carbonated waters and the like are temptingly displayed, are the coffee and tea urns. The period of the entire interior is Colonial, hence plain, yet with a refined luxuriousness. An unusual feature is the rear setting or background of the three large show windows, each being in itself a window, the upper half of which is ornamental leaded glass, lending itself readily to almost any kind of a display.

At the lower end of the fountain, where the tea room begins, are cabinets in keeping with those of the back bar. In these cabinets are displayed expensive candy, party favors, and the like. Window strips are made use of, though sparingly, as the house is careful not to overdo this feature, since it tends to unsightliness when allowed to run riot.

The inverted lighting system is used in the store proper, with direct spot-lighting for the display windows.

#### HIGH LIGHTS AT DIXON-MILLER'S

*Everything sold in the tea room is strictly home made. This includes such delicacies as a real strawberry shortcake in season, lemon meringue pie, nut bread and cake.*

*A special hot dish of substantial nature is a drawing card every Thursday and Saturday. Menu changed daily.*

*The special egg-and-milk drinks bring in the men.*

*Dixon-Miller fruit punch make a hit with everyone.*

*To find a fly in the store would be as rare an occurrence as to discover an elephant there.*

*"You positively must sustain quality until you have achieved success," declares Mr. Dixon.*

## Soluble Coffee Helps Fountains

Many of the Difficulties in Serving and Featuring Coffee Drinks and Specials Removed by Substituting Prepared Powder for Product of the Urn

**C**OFFEE always has been more or less a bugbear to soda fountain managers and as a result, notwithstanding the unquestioned popularity of the beverage and its position of supremacy as the truly American drink, soda fountains have in almost all instances failed to develop the coffee business which might be theirs. There are several excellent reasons why coffee never has appealed to the soda fountain manager as a desirable drink to feature largely. It is not an easy drink to prepare and, as most coffee drinkers know, a good cup of coffee is distinctly rare. It is particularly hard to attain perfection when the beverage must be made up in large quantities and kept for some time before being entirely consumed as is the case at the soda fountain. The minor difficulty is that of keeping the proportions of materials always constant.

Even in Summer there is some demand for hot coffee but few fountains care to keep the coffee urn going in hot weather so this business is necessarily lost. Neither is the Summer trade in cold coffee specialties often worked up to the highest pitch. Good iced coffee is as difficult to make as is good hot coffee.

Recognizing the popularity of coffee, many soda fountains now are getting around their difficulties by using the G. Washington prepared coffee instead of the ground

beans. This preparation is by no means a coffee substitute. It is real coffee with the waste matter eliminated. It must not be confused with the decaffeinated coffees. This prepared coffee, as already stated, is simply a highly concentrated coffee, so concentrated that a pound will make two to three hundred cups and it is readily soluble even in cold water.

This is a point which appeals to the fountain manager, for by using such preparations he is enabled at once to forget all his difficulties with the coffee urn. A call for a cup of coffee simply means that a cup of hot water is drawn from the water heater and the proper amount of the coffee preparation added and stirred for a moment. Neither need the dispenser worry about the uniformity of his coffee. With the urn, one batch may be too weak, another too strong, while another may be drawn off before it is barely ready for use. With soluble coffee this danger is eliminated; the strength is absolutely uniform and it may be measured out to make a cup of coffee just as accurately as syrups are measured in making sodas. In this way every cup can be exactly the right strength. If the customer desires a cup of extra strong coffee, all that is required is to stir in a little extra brown powder.

The soda fountains, which have been using this preparation largely, say that it has another big advantage. It



*Soda Fountain in Petty's Pharmacy, Newark, N. J., Where Soluble Coffee Specials are Featured*

saves them waste. Every manager or dispenser frequently has had the unhappy experience of closing up for the night with his coffee urn half or two-thirds full of perfectly good coffee, which cannot be used the following day, but must be charged off as a complete loss. Again, the rush for coffee at the fountain comes at a perfectly definite time. With most down town fountains, this period comes at lunch time. After the lunch hour is ended, there may not be calls for half a dozen cups during the rest of the day. If the urn is left partially full after the rush is over, it is just that much loss on the coffee business for the day.

Not all the fountains which use the soluble coffee have gone over to it entirely. Several of them still stick to the coffee urn for the major portion of their coffee business. But they all have had the embarrassing experience of running out of coffee at critical times and of course being unable to make up an urn of fresh coffee in time to be of any use.

The soda fountain of the Jacobs Pharmacy in Atlanta which does immense business in all kinds of fountain drinks and is making a specialty of coffee, finds the prepared coffee of great assistance for part time service. If the coffee urn runs dry before the rush is over or if someone comes in to be served with coffee after the urn has been extinguished, they are served with soluble coffee and in few cases, if any, do they realize that they have had anything but the usual drink, unless perhaps they detect unusual deliciousness.

Notwithstanding the advantage which the soluble coffee has in the preparation of hot coffee, it is even more applicable to the Summer business in the coffee drinks and the coffee flavored specialties. By simply dissolving in water and adding syrup, a perfect coffee syrup is immediately obtained. One and one-half ounces of the preparation dissolved in a glass of cold water and mixed with a gallon of simple syrup gives a gallon of coffee syrup, fully up to the usual standards.

In making iced coffee and for coffee flavored drinks, the syrup is of course not used. These drinks can be made up directly with the powdered product by mixing it with cold water. Here its unusually perfect solubility comes into play.

The fountain of the Petty Pharmacy in Newark, N. J., is one of those which has found soluble coffee an excellent substitute for the older methods. They use it with perfect satisfaction in making hot coffee, iced coffee, coffee syrups and several other coffee specialties. As a matter of fact, the use of this product makes it practical to feature many delicious coffee specialties which would be impossible or difficult if ordinary coffee were used.

Patrons who drink coffee at the fountains are impressed by its unusual deliciousness and are easy prospects for the sale of some to be used at home.

### SODA FOUNTAIN BANDIT ESCAPES

**Proprietor Parts With \$200 at Point of Gun and Wife Loses Diamonds—Patrolman Injured in Futile Pursuit**

Chase of a bandit who robbed John Scabroth, proprietor of a candy and soda store at 67 Forsyth street, New York City, of \$200 and a diamond lavahier July 5 resulted in a taxi smash-up and painful injuries to Patrolman James E. J. Scully of the Clinton Street Station. The robber escaped.

A man entered Scabroth's store and asked for a soda. After the proprietor had prepared the drink he found himself looking into the muzzle of an automatic revolver. His grunt of surprise brought his wife from the rear of the store. The pair were backed into a corner and the hold-up man took \$200 from Scabroth. In leaving

the robber snatched a diamond lavahier from Mrs. Scabroth's neck.

He ran west on Canal Street and disappeared.

Scabroth immediately notified the police and Patrolmen Scully and George Osaar soon arrived at the store.

"I know the fellow; come with me. We can get him in two minutes," Scabroth said.

Scabroth and his wife were bundled into a taxicab. With the two policemen on the running board, the cab started for 10 Roosevelt Street, where Scabroth believed the robber could be found. At Hester and Mulberry Streets the taxi collided with a bakery wagon. The shaft of the wagon struck Scully in the abdomen.

After a moment's rest the patrolman insisted on continuing the chase, but when the four arrived at the Roosevelt Street address there was no trace of the man sought. Scully went back to his post, but several hours later his injuries became so painful that he was forced to go to his home, at 547 Sixth Avenue, Brooklyn.

### MEETS FORECLOSURE WITH A GUN

**Wife of Owner Enlivens Proceedings by Shooting at Creditor of Olympia Confectionery Company of Clinton When He Endeavors to Take Possession of the Premises**

An attempt at foreclosure of a mortgage on the Olympia Confectionery Company, 29 High St., Clinton, Mass., resulted in a shooting affray in which the owner's irate wife made a revolver target of the holder of the mortgage, fortunately with poor success. Angelo Cioctis, supposed friend and well-wisher of the proprietor, George Harbats, held a mortgage on the company for \$3,000 and payments were not being made with the regularity desired. According to Harbats, the controversy was amicably settled and Cioctis agreed to await the excellent business which hot weather was expected to bring.

But on the evening of June 14, Cioctis walked into the store with a notice of foreclosure and endeavored to take possession. Mrs. Harbats, much incensed, interrupted the orderly course of procedure by whipping out a revolver and firing one shot at Cioctis which failed to take effect. Deputy Sheriff Sanderson interfered and arrested both parties to the controversy, Cioctis being later released on bail, when he at once took possession of the store.

### CAMOUFLAGED ICE CREAM PROHIBITED

**North Dakota Food Commissioner Objects to Use of Coloring Matter to Make Ice Cream Appear Richer—Legitimate Use of Coloring is Permitted**

"The use of artificial coloring matter is strictly prohibited in the manufacture of ice cream to be sold in the State of North Dakota," says a bulletin issued by W. C. Palmer, acting food commissioner.

"Notice is hereby given that on or after May 18, 1921, the manufacture, sale or offering for sale of ice cream that has been colored will be followed by prosecution of manufacturer or dealers.

"This ruling is made in accordance with Section 3, Articles three and four, and Section 4 of the North Dakota State Food Law, and is intended to prohibit the coloring of ice cream so as to make it appear better or richer than it otherwise would. It is not the intent of this ruling to prohibit the manufacture of colored ice cream where the coloring is vegetable and wholesome, and of such nature as to make itself clearly evident to the purchaser, as, for example: Neapolitan ice cream, caramel ice cream, etc."

# Eliminating Small Wastes Is Profitable

Profits May Be Increased by Larger Sales or Lower Expenses—Every Fountain Manager Can Make Small Savings in Overhead

By MANTHEI HOWE

It is just possible that somewhere there may be a soda fountain so efficiently run that there is absolutely no waste and the overhead expenses are cut down to the minimum. The existence of this mythical establishment is decidedly doubtful. Nearly every soda fountain proprietor will admit that a certain proportion of his overhead expenses, sometimes a fairly large proportion, should be charged up to preventable wastes, the neglect of small items which are not in themselves very important but which, taken together, make a notable increase in his cost of doing business.

The electric light bill is important when the minor items which go into making up the expense account for the month and with the electric lights and the numerous varieties of electrical equipment which are often used at the modern fountains, there are plenty of opportunities for wasting electricity. How often is the electric light in the cellar left burning by the clerk who has gone down to get some supplies and will not be down again for two or three hours? How often are the electric fans left running when their use is not only unnecessary, but perhaps even distasteful to the patrons? The electric fan is a delight when the weather is hot and oppressive, but if it has turned cool in the evening and everyone is shivering a little, it is no real pleasure to sit under a swiftly revolving fan. How many times in the course of a day is one of the electric drink mixers left running from one quarter of a minute to two minutes longer than is necessary to mix a drink properly? This not only means a waste of current, but also that the customer has been kept waiting unnecessarily.

## Water and Gas Often Wasted

The electricity bill does not represent the only saving in small things. At most fountains the bill for water is from 25 to 50 per cent higher than is necessary because the dishwasher leaves it running whether he is using it or not. A little care in this matter costs nothing and saves some money in the course of a year.

Another expensive amusement is to have the coffee, cocoa and hot water urns heating when it is unnecessary. The modern urns are economical in the use of gas, but nevertheless it costs something to run them for hours when there is no necessity for it, merely because someone has neglected to turn off the gas.

These are among the small items of waste. Far greater loss of profit comes from mistakes in orders. The clerks are in a hurry most of the time and frequently either do

## CAN YOU REDUCE YOUR COSTS?

*It is well known that the overhead or cost of doing business of one store is sometimes far larger than that of another in the same line and operating under approximately similar conditions. Many good explanations may be adduced for this yet the margin between the two is frequently unnecessarily large. Why is this? How much of the increased cost is due to preventable wastes, leaks small in themselves but important in the aggregate? Our correspondent, in the article on this page, suggests a few of these profit-eating items which are worth watching out for and eliminating. Even a few cents a day make a respectable total when you come to figure up the year's profits. If a ten dollar sale is worth working for, it is equally profitable to stop some leak which is wasting the profit on such a sale.*

not understand an order perfectly when it is given to them, or become confused in endeavoring to remember a number of them. The result is the service of a wrong dish to the customer, who frequently refuses to accept it. You lose on the waste of material and in the loss of reputation from poor service. Some of the more exclusive fountains avoid this by having the customers write out all orders on blanks provided for the purpose. At the average fountain this is entirely impractical, but a little oversight of the dispensers will induce them to exercise greater care in taking and filling orders.

Too big a list of fountain specialties is often a serious waste. Almost any fountain manager will find after close scrutiny that his menu is carrying a lot

of excess baggage in the form of items that could be cut from the list without complaint from customers, items that are called for so infrequently that it is not worth while to have them listed as specials. A certain number of popular specials are desirable and necessary, but if the list is too large, it simply means more trouble for everyone with no compensating profit.

## Careful Buying of Supplies Essential

How much can be saved by more careful buying of perishable goods? A large proportion of supplies used by the soda fountain must be sold within a definite length of time or they become a total loss. This applies both to the fountain and the candy department, as well as to the luncheonette department if such exists. Many buyers have difficulty in resisting the temptation to buy more supplies than they can dispose of. The wise manager has arrangements on perishable items which enable him to buy only small quantities at a time, but to replenish his stock at short notice so as to avoid any possibility of shortage.

Every experienced fountain man can think up a lot of additions to this list, places in which a small saving may be made here and there without much trouble. One more important one may be mentioned here. Most goods are bought on order contracts which give the buyer a discount of one or two per cent if the bill is paid within ten days. This one or two per cent saving looks small. In course of a year this assumes important proportions and anyone who can possibly arrange to do so, should not fail to take advantage of cash discounts.

### SODA ENDANGERS AUSTRALIAN MORALS

#### Proposition Advanced to Compel Six O'clock Closing of Soda Fountains In Order to Protect Morals of Young People is Successfully Opposed

Life is no bed of roses for the enterprising soda fountain men of Australia. Morality is apparently even more strictly regulated and defined than even in this home of prohibition and moving picture censorship. Though comparatively a new country our Antipodean neighbors appear already to have their full share of those who find their chief vocation or at least avocation in the oversight of the morals of their weaker compatriots.

Indeed, in the opinion of the Australian representatives of this numerous class, morals are so fragile there that even the innocent and inoffensive soda fountain and candy shops become menaces to the community and proposals have been made that they be obliged to shut their doors at six o'clock lest the young be unduly contaminated by their evil influence. Under the influence of the seductive soda the husband neglects his wife and the father his children, while the young girl whose parents have been so neglectful as to allow her on the streets after six forgets the teachings of home and, lulled into a false security by the dreaded sundae, falls an easy victim to malign influences.

We owe to the Australian Soda Fountain Journal the report of a meeting of the Victoria W. C. T. U. at which the confectioners were permitted to have representatives to plead with that organization to withdraw its support from the proposed legislation and to repudiate statements which it was feared might lead to its adoption. The representatives of the soda fountains made a strong

argument and vigorously disclaimed any intention of corrupting the young people of the community, even pointing out that they themselves had children and would not think of doing anything detrimental to their morals.

An exceptionally strong point was made by a Mr. Kay who demonstrated that the confectioners shops could not be wholly depraved since husbands took their wives, brothers their sisters and sons their mothers, into them for refreshment.

Fairness to the W. C. T. U. compels us to admit that the members were moved by the arguments presented and withdrew all statements reflecting on the moral status of soda fountains and candy stores. They even went so far as to modify their views in regard to the closing hour and agreed to support eleven-thirty as a reasonable time for shutting up shop, so that all parted with the best of feeling.

In the course of the discussion one woman made a statement which at this distance is rather puzzling. She admitted that the allegations against which the confectioners protested so violently were intended to apply more particularly to fish shops. Are fish, also, dangerous menaces to Australian morals?

### POSTAL EMPLOYEES EAT FREE ICE CREAM

The department heads and employees of the Madison, Wis., post-office were given a treat on a warm June afternoon by the Mansfield-Cauchey Co., manufacturers of ice cream. A ten gallon tub was delivered to the main station. This company, together with several others in the city, present the postal workers with a treat of this sort every summer.

## Raspberries May Be Used in Many Ways

**R**ASPBERRIES are still in season in many sections of the country. Below are a few simple formulas for fountain products containing raspberries, which are being used with success this season. The raspberry is one of the most popular fruits, and dishes in which it is used are not difficult to make.

Raspberries must be washed with care. To put them under the faucet and to let the water beat upon them is to bruise and break them. Quite the best way to wash raspberries is to pick them over carefully, drop them into a colander, immerse the colander in a pan of cold water and shake the colander instead of the berries. A few minutes draining and the berries are ready for the sugar. They are all the better for the moisture which clings to them.

Served plain with vanilla ice cream they are attractive. Many fountains are using the banana split trays. A disher of ice cream is put on one end and a good-sized spoonful of fresh sweetened berries by the side of it. Or plain vanilla ice cream in slices is served with a helping of sweetened, fresh raspberries.

#### Raspberry Sherbet

- 2 quarts raspberries
- 1 gallon milk
- The juice of eight lemons
- 4 pounds sugar

Mix the juice of the lemons with half of the sugar. Scald the milk with the rest of the sugar. Cool. Mash the berries and rub through a fine sieve. Mix the raspberry pulp with the lemon and sugar. Turn the cooled milk and sugar mixture slowly into the fruit juice. If added too rapidly, it will curdle. This, however, will not affect the quality of the sherbet. Freeze. Serve in frappe glasses.

#### Raspberry and Currant Ice

- 5 cups strained currant juice
- 3 cups raspberry juice
- 3 pounds sugar
- 1 gallon water

Prepare the raspberries and currants, crush and sprinkle with a pound of sugar. Let stand two hours, stirring two or three times. Strain through cheesecloth. Dissolve the sugar in the water, add to the fruit juices and freeze. The raspberries and currants may be mixed in the proportion of five cups to three, or prepared separately.

#### Plain Raspberry Ice

- 1 gallon water
- 2 quarts raspberry juice
- $\frac{1}{2}$  pint lemon juice
- $3\frac{1}{2}$  pounds sugar

Make a syrup by boiling the sugar and water twenty minutes. Add the raspberry and lemon juices. Cool, strain, and freeze.

#### Crème de Menthe Ice

- 1 gallon water
- 2 pounds sugar
- 11 ounces Crème de Menthe cordial
- Leaf green coloring.

Make a syrup of the sugar and water. Add the cordial, the coloring, and freeze. Serve with a spoonful of frozen raspberries.

#### Lemon and Crème de Menthe Ice

Prepare as above, using one pint of lemon juice and six ounces of Crème de Menthe cordial. Freeze and serve with the raspberries.

# Sundae Toppings Offered for Home Use

## Big Increase in Fountain Profits Sure to Come from Sale of Fruit Toppings to Buyers of Bulk Ice Cream and To Home Cream Makers

**"J**UST leave out the last couple of spoonfuls of ice cream and fill up with chopped nuts and strawberry preserve, won't you? I like to have some of that stuff to eat on the cream when it is dished out of the container."

Probably every soda fountain proprietor and dispenser has had ample occasion at one time or another to rave about the nerve of customers who buy a pint or quart of ice cream and then ask him to add, at his own expense, of course, a layer of nuts or fruit dressing. Even if they are willing to pay a little it is usually not enough to cover the cost of materials and the bother of handling the products in such an unsatisfactory way.

One of the biggest constructive developments which has occurred in the soda fountain trade in recent years is intended to eliminate just this thing and has a lot of other advantages besides. From now on it will be possible to obtain high-grade sundae toppings in a convenient and sanitary form for sale to the many buyers of bulk ice cream who desire to obtain the trimmings which make soda fountain ice cream specialties so delightful.

These sauces now may be bought in four ounce glass containers which show off the contents to the best possible advantage and which contain sufficient material for use with a quart of ice cream if served for six people. This is the size which would appeal to most persons and anyone desiring a larger quantity can easily purchase several units.

Eight fruits and flavors are now obtainable in this form, chocolate, bitter sweet, butter scotch, strawberries, pineapple, raspberries, maple walnuts and cherries in maraschino flavor. Additions to this line will undoubtedly make their appearance as the demand is felt for them, as it surely will be. The eight representatives now on the market however, are so well chosen as to make certain that the greater portion of the demand for sundae toppings can be filled, for the list includes the most popular and widely used flavors and fruits.

Few soda fountain men will question the response of the public to this opportunity to obtain in an attractive and convenient form the ingredients for their favorite sundaes, at a price by no means excessive. Although the idea is new both to the fountains and to their patrons, the originators of these products, report that the demand for them is unexpectedly great and their popularity seems assured.

The soda fountains indeed may welcome these specialties for they offer an opportunity for a big extension of fountain activities. The greatest effect should be felt in the sales of bulk ice cream. Many persons have been in the habit of buying ice cream for home use who will increase their consumption of this delicacy enormously when it is possible to enjoy with it their favorite sundae flavor, while others who have been deterred from buying cream in bulk by this very lack of a fruit dressing will gladly adopt the habit now that the deficiency is made good.

This means an added revenue for the fountain from the sale of bulk cream and it means almost if not quite as big an increase in revenue from the profits on the sale of the new specialties. This gain will be almost entirely velvet. The additional amount of bulk cream cannot be

handled without overhead of course, but the sale of the sundae specials involves no added expense and little effort. Put up in the attractive little glass jars which sell themselves as soon as the customer sees them, it is the work of a moment to wrap up the patrons choice with the brick or box of ice cream.

There should be a considerable market for semi-wholesale amounts of these products. Not a few persons who habitually make their ice cream at home will hasten to avail themselves of the opportunity to obtain delicious sauces to serve with it and in most cases such purchasers will naturally prefer to buy several jars at once. A dozen jars of assorted flavors would be just about the amount which would appeal to the home ice-cream makers and would enable them to have their ingredients for their sundaes always on hand without the bother of a trip to the nearest soda fountain at the last minute. Many who do not make their own cream will feel the same way about having a supply of sauces on hand and will prefer to buy in fairly large lots, once they get the habit firmly established.

It may be feared and predicted by some that the sale of these specialties will have a depressing effect on the sale of sundaes at the fountain since it will make it easy for people to enjoy the same delicious combinations in the quiet of their own homes. Nothing is impossible, of course, but it would be contrary to all experience if such an effect was brought about. The contrary result may be confidently looked for. Persons who for one reason or another have neglected the enticing sundae will fall under its sway and the sale not only of sundaes but of other fountain specials as well will receive a boom. Persons who become accustomed to eating home-made sundaes will be almost certain to call for them or for other fancy dishes when at the fountain rather than remain content with plain ice cream or ice cream soda and there will be many who will be eager to try out new fountain specialties in order to determine whether or not they will be desirable additions to the home bill of fare.

The woman who is giving an afternoon tea is going to be a ready customer for the line, for an assortment of these delightful toppings will add much to the attractiveness of the ice cream which she is almost sure to serve. More formal evening parties and dances will likewise provide a demand for these products. Ice cream is served at nearly all such affairs during hot weather and there will be many hostesses who will jump at the chance to vary their ice menu without too great trouble and expense.

As far as it is possible to foresee future developments it seems that the introduction of these sundae toppings marks an important point in the development of the demand for soda fountain products. The business has expanded wonderfully in the last five years but it seems that this latest novelty may have an immediate effect in increasing it still further.

The trade as a whole views the experiment with great interest and opinion is almost unanimous that the new line cannot fail to be a great benefit to the fountain men since it fills a real need. Most fountain managers look for an immediate demand for these specialties as soon as the public becomes aware that they are available.

## Pineapple Specials Prove Popular

Few Fruits or Flavors Have Such Varied Uses in Fountain Specials or Such Wide Popularity as the Pineapple Has Attained

**T**HERE is always room for an argument as to what flavor is the most popular. Vanilla, chocolate and strawberry are strong contenders for the title but it must be remembered that there are few fruits which offer as wide an appeal or which adapt themselves to such varied uses as does the pineapple. The distinctive flavor of the pineapple is a favorite with almost everyone and it is seldom indeed that a person is encountered who shows an active dislike for it.

Even the fact that the pineapple is a semi-tropical fruit and as such is not readily available in this country has not prevented it from acquiring a wide popularity. Florida supplies us with a limited quantity of the fresh fruit and more comes from the Isle of Pines and other localities in or bordering on the Gulf of Mexico. Most of our pineapple however must come to us in cans and Hawaii furnishes the greater portion of this. Pineapples grow in profusion in these Islands and their culture there offers little difficulty but the pineapple is not a fruit which will stand a long sea voyage well and the industry never developed until someone solved the problem of canning them successfully. This was by no means easy to do when you consider the nature of the fruit and the difficulty of preparing it for the table. At the present time millions of cans are shipped each year and the consumption of pineapple in the United States has correspondingly increased.

### Pineapple Used in Many Combinations

From the soda fountain point of view the pineapple

is a wonderful asset, not merely on account of the undisputed popularity of its flavor but because of the ease with which it lends itself to use in practically every type of drink or ice served at the fountain.

Sodas, ice creams, sherbets, sundaes, frappes, glaces and many fancy concoctions which can hardly be classified under any known heading borrow the distinctive flavor of this fruit to add to their appeal. Pineapple flavor is one which may be blended with almost any other without danger of producing one of those incompatibilities which sometimes occurs when two antagonistic flavors are mixed.

There is no special open season on pineapple at the fountain since it is available and in demand at all times of the year, if not as the fresh fruit then in the form of syrups and preserves and as canned pineapple, which is almost as delicious as the fresh. Yet summer seems to be the time when it is most popular, possibly on account of mental association with other fruits which can only be had in hot weather. On this account many fountains make their special drive on pineapple specialties in the summer, at the same time that they are pushing the other fruit specials.

Here are just a few of the pineapple-flavored drinks and dishes which are being featured by the live fountains. The list is a long one, too long to be given in full. We can only mention a few of the more unusual combinations which are meeting with favor.

First the sherbets and ices. Summer is the time for ices even though ice cream may have a year-round



*Hawaii is real Home of the Pineapple and they grow there in Tropical Luxuriance*

vogue, and pineapple is as delicious a flavoring for the water ices as can be found.

#### **Pineapple Snow**

Dissolve an ounce of granulated gelatin in a quart of boiling water. Put three quarts of simple syrup and two of water in a large container and stir in the gelatin solution, the juice of six lemons, the beaten whites of two eggs and a pint of rich cream. Freeze until almost hard, add a pint of crushed pineapple and a pint of pineapple stock and freeze hard. This should give three gallons. Serve in a sherbet glass with a Maraschino cherry on top. Fifteen cents a portion is the price usually asked.

#### **Pineapple Frost**

Three quarts of water and four pounds of sugar are made into a thin, hot syrup and four quarts of shredded pineapple added, together with the juice of six lemons and three oranges. Dissolve two ounces of gelatin in a quart of boiling water. After both are cool, mix and freeze as usual. This is an unusually delicious ice and can be sold at fifteen cents.

A slightly more fancy dish, which can hardly be classified as an ice is

#### **Pineapple Frappe**

A quart of rich cream, 12 ounces of powdered sugar, four eggs, the whites of two eggs, a quart of grated pineapple and an ounce of gum tragacanth are stirred thoroughly in a large bowl, which is then packed in salt and ice and the mixture beaten with an egg beater. When the mixture starts to rise noticeably, dish it into sherry goblets and leave in the ice box for an hour or two before serving. Twenty cents a portion and in some places twenty-five is the usual price.

Another new and unusual dish in which pineapple is used is

#### **Pineapple Marshmallow Dainty**

The ingredients are a cup of chopped pineapple, one-half pound minced marshmallows, one pint of cream, the whites of two eggs and two tablespoonfuls of confectioner's sugar. The pineapple is sugared and allowed to stand, then drained. The egg whites are beaten stiff with the confectioner's sugar added. Then whip the cream, mix with the whites of eggs, add the pineapple and marshmallows and chill thoroughly before serving. Serve with powdered nuts or cherries over the top.

This has been proving a popular specialty with some of the soda shops catering to theatre and afternoon patronage and is priced at thirty-five to fifty-five cents according to the policy of the shop.

There are many other fancy dishes which might be mentioned in which pineapple in some form is an important ingredient. It is also used in very many drinks, sometimes as the plain syrup and sometimes in the form of crushed or grated pineapple. One of these drinks which is proving popular is

#### **Creamed Pineapple**

Using a 12-ounce glass, ladle in about 2 ounces of crushed pineapple and cover with two ounces of rich cream, adding a little shaved ice. Then fill with milk, shake thoroughly by hand and serve.

Another drink of somewhat similar character is known as

#### **Pineapple Cream or Pineapple Egg-Nog**

This uses about a half ounce of pineapple syrup and a small disher of ice cream, together with the white of two eggs. This mixture is thoroughly beaten up and the glass filled with milk, with a little shaved ice added. At some fountains this drink is sprinkled with nutmeg before serving and brings from twenty-five cents up, quite a ways up in some cases.

One of the drinks in which pineapple is not the main constituent is known as a

#### **Raspberry Bracer**

This uses an ounce of pineapple syrup, two ounces of crushed raspberries, two ounces of cream, an egg and a little shaved ice. It is shaken or mixed, preferably the latter, and the glass filled with carbonated water. Some fountains improve on this formula a little by the addition of ice cream in place of the shaved ice and replace the cream by straight milk. Twenty cents seems to be the normal price for this special, except in the high-priced shops.

Besides the numerous dishes and drinks in which crushed pineapple and pineapple syrup are used the fruit lends itself to use in many special dishes in the form of slices. Here the canned product is really best as you are saved the trouble of preparing the fresh fruit. The cans of sliced pineapple contain the fruit in a form which is exactly right for a foundation of expensive special dishes. There are numberless combinations possible and every fountain dispenser can, with a little thought, devise combinations which will be as good as the best.

Just as a suggestion, here is a dish of this type which has proved exceedingly popular and can be named almost anything you wish. It is known in one Fifth Avenue shop as the

#### **Avenue Special**

A slice of pineapple is surmounted by a serving of raspberry cream, dishd out with a cone shaped server. Around the cream are arranged slices of peach and over all is poured any topping desired, usually crushed cherries in Maraschino flavor. It is served with a French pastry or with fancy biscuits and appears on the menu at eighty-five cents.

Other fountains find that the slice of pineapple furnishes an excellent foundation for almost any special ice cream or sherbet dish, especially the latter. Pineapple seems to blend especially well with ices, except lemon ice. At least one successful dispenser says he makes it a rule never to combine pineapple and lemon flavors unless specially requested to do so.

These are just a few of the many pineapple specialties. Are you using any of them? If not, try some of them. And use THE SODA FOUNTAIN to find out what other dispensers are doing and to let them know what combinations you are finding especially popular.

Next month we are going to print a lot of formulas of peach specials. Haven't you some favorite combination which you are willing to let the other dispenser know about?

### **DEALERS OBJECT TO ICE CREAM PEDDLERS**

#### **Soda Fountains and Other Sellers of Ice Cream Lose Appeal Made to Council to Refuse Licenses to Street Vendors of the Product**

A petition was presented to the City Council of Charleston, S. C., by a number of ice cream dealers of the city asking that steps be taken to block the sale of ice cream by street vendors. The Council however refused to see that such action was necessary or desirable and turned down the appeal.

The argument of the ice cream dealers was that the competition of the itinerant peddlers was unfair since these sellers had no fixed charges to meet except a trifling license fee and were therefore able to sell at lower prices than the regular establishments. Alderman Sottile introduced the petition and supported it, claiming also that the street sale was unsanitary and a menace to health.

Opponents of the measure maintained that it was not the function of the Council to protect dealers from legitimate competition and the vote against an ordinance to prevent the issuance of peddlers licenses for selling ice cream was defeated 11 to 4.



# Luncheonette Department

Conducted by EMMA GARY WALLACE

## Summer Calls for Luncheonette Novelty

**N**OW that the warm weather has been with us a time, appetites are inclined to flag and it takes something a little unusual to make people eager to eat and drink with us.

The same old things served in the same old way spell monotony and monotony is fatal where foods are concerned. Even Nature recognizes this and gives us an abundance of tempting things in the summer time, for a person has to eat and drink in order to keep the physical machine moving steadily along the daily track.

Instead of being discouraged by the season of finicky appetites, let us see opportunity where the less imaginative individuals merely mop their brows, gasp and say, "Can you heat it?"

### Speaking of Novelty

Before we begin to get down to brass tacks on just what we can serve that's different, let's get the atmosphere of the situation so that we know what we are trying to do.

Have you ever had the experience on a warm, sticky day of walking the length of a dusty, hot, shimmering street looking for an inviting place to eat? If you did see a place that was cool and attractive, it was so liable to be expensive beyond the needs of the situation, that you turned away in discouragement?

This is where you can win out with a nice, shady, clean, appealing luncheonette. You can put in a window that will flag those folks and you can delight them with simple service, unusual and appetizing things to eat and the reasonableness of your charges.

When all is said and done this is a pretty good combination to offer.

First of all, the window. If we are going to sell food, we must convince the always wary customers, and we must make their mouths water. If we do that, we have won their business.

So, let's put in a window that actually tells a story—the story you and I would like to read when walking up the dusty street with the heat shimmering all about us. Have the window clean. Build up a light lattice bower of laths; heavy wire or light strips of wood will do. We may need a few sheets of wall board to give the right background. Cover the bower with fresh, green foliage. If you use real boughs, thrust them into pots of damp moss to keep them fresh. In the midst of the bower fix up an Old Oak Bucket. This is not difficult for you can have a false platform made out of the wall board and laid off like stones, with chalk and a little grey water color.

Have the top of the old Bucket coming through the well hole and a rope and a sort of windlass which has raised it to that point. That's about all that needs to show. Have the Old Oak Bucket fixed up artistically with a little moss on the outside. A few scraps of dark green velvet fastened in place with tacks or mucilage will look mossy.

Fill the bucket with ice, with bottles of buttermilk, grape juice, and root beer peeping out at the sides. At the right side of the well sweep have several baskets of fresh fruit. Just beyond have some grass, made of excelsior dyed green—a very little will do. Spread out a tablecloth and put out a picnic luncheon.

This need only consist of a plate of sandwiches, a dish of salad, a piece of pie, and a dish of fresh fruit with a glass pitcher of cream. Have the tablecloth on the level window floor so that the surface will not be bumpy and upset the food.

### A Fan Suggests Coolness

That's all, except a big, cool fan, the kind of a fan a lady uses. Make it of wall paper, of a small, dainty pattern. Have a white strip around the top edge. On this strip print in large letters, "Picnic with us today."

This fan can be stationary and in an upright position, or you can attach it to a small mechanical device which will make it sway gently—fan fashion. Or you can have the fan stationary and edge the top of it with a short green fringe of ribbon or tissue paper. Behind the fan set an electric fan in motion to keep this fringe waving in the breeze.

The picnic luncheon will be at the right hand side as the observer on the pavement sees it and the big fan at the left.

This window is suggestive of others which can be planned, and it should carry a note of novelty and charm.

### Breakfast Offerings for Warm Weather

As far as possible have the offerings for warm weather ready to serve, so that there will be no delay and the expense of preparation will be reduced to a minimum. Many luncheonettes do not offer breakfasts at all, while others are so located that a light breakfast menu is really a winner.

Here are some simple and novel combinations which many will relish because they are cool and simple and light, and at the same time, satisfying. Combinations are better than individual dishes.

### East and West

Iced Cantaloupe.  
Puffed rice with blackberries and cream.  
Breakfast rolls and butter.  
Cup of coffee and doughnut.

### Oriental Sunrise

Sliced ripe peaches and cream.  
Cold, molded cream of wheat with dates, served with cream.  
Rice muffins.  
Coffee.

### French Robin

Iced, diced watermelon with powdered sugar, dusted with a suspicion of powdered cloves.  
French fried potatoes with individual chicken omelet.

Finger Rolls.  
Coffee.

#### Colonial Breakfast

Jellied prunes.  
Fish cake with buttered toast.  
Coffee with ginger cookies.

#### Pioneer Breakfast

Cornmeal mush with cream.  
Grilled boiled ham with fried egg  
Coffee with bran gems.

However, it is not possible to serve more than one or two of these special breakfasts at the most. It is advisable to have the foods ready prepared or sufficiently under way so that quick service is possible, and to arrange all on a tray so that a single trip will do the serving.

Most people prefer a light breakfast like the foregoing in the morning. Needless to say, the fruit should be thoroughly chilled, also the cream for the cold dishes, and coffee or hot things should be piping hot.

One of the differences between a cheap eating place and one of the better variety is the preparation of the dishes themselves. A crisp salad is spoiled by being put upon a hot plate. The better class eating establishments keep the salad plates, fruit dishes, ice cream service, etc., in the refrigerator so that they will be thoroughly chilled for the reception of the cold foods. This is a simple precaution but it is one of the straws which point to success.

#### The Mid-Day Meal

Most luncheonettes thrive on the mid-day meal. In cooler weather this is naturally of a heartier nature than while the thermometer mounts high. Old customers will appreciate something unusual and different, and new customers will be attracted by the same ideas.

Arrange special menus, perhaps serving three which will meet the food tastes of different classes of people. In addition to these somewhat unusual menus, have a modest choice of sandwiches, salads, and desserts. The desserts can properly be such as lead to the soda fountain or utilize its fruits and ice creams.

Most business and professional people get better results by partaking of a light luncheon. The fad is growing, if fad it may be called, of only eating meat once a day. Many prefer that this shall be at the regular dinner at night when the day's work is over. So let us start with a

#### Vegetarian Luncheon

That is to say, no meats will be served at all. Many times such vegetarian lunches are not a success. Aim to offer only foods which will please.

Iced Cantaloupe, with fresh cherries  
Vegetable salad with mayonnaise dressing.  
Cheese sandwiches.  
Fruit Jell with whipped cream.  
Lemonade.

Or if the vegetarian would like something a little heartier, try this.

#### Vegetarian Square Meal

For this there are a wealth of alternatives of which a few can be mentioned.

Soups.—Corn chowder, cereal soup, cream of tomato soup, cream of celery soup, cream of asparagus soup, or cream of spinach soup. (These can be used on different days.)

Baked or boiled sweet or white potato, fresh green peas, buttered beets, green corn or sliced cucumbers.

Lettuce and tomato salad, vegetable salad, lettuce salad with cheese dressing, pear and cheese salad, or alligator pear salad.

Stuffed green peppers, stuffed ripe tomatoes, baked beans in individual casseroles, or baked bean cutlets, or nut loaf sliced, or egg salad or creamed eggs.

Corn bread and butter, white bread with peanut butter, white bread sandwiches with orange marmalade filling, bran gems, or oatmeal bread.

For dessert, there is a wide choice of good things,—ripe bananas, with cream, nuts, dates, and creamed cheese with saltine wafers. Sponge cake with ice cream, fruit salad with nabisco crackers. Custard, rice puddings, fancy gelatine fruit mould, Charlotte Russe, orange cups with whip cream, raspberry shortcake, sliced peaches with cream.

To drink, there is the choice of anything offered at the fountain, not forgetting buttermilk and cold malted milk, iced and hot tea and coffee.

It is an exceedingly good plan to feature two of these meatless luncheons every day in the week and to advertise them, for many people will welcome the opportunity of getting a balanced meal, appetizingly served, without the necessity for having to eat meat.

Here are a few of the rules for preparing the less well-known foods already mentioned.

#### Cereal Soup

Take one pound of flaked oatmeal. Cover with warm water and soak several hours or over night. Put over the fire with a quart of water for every half cup of oatmeal soaked.

Cook for a couple of hours slowly, adding water as it evaporates. Strain to remove the coarser grains. For each quart add a piece of butter the size of half a walnut, a cupful of green-corn pulp, and one-third of a cup of cream. Blend.

Bind with just enough cornstarch stirred in cold water to make the whole of a creamy nature. Season with celery and onion salt, and a little paprika. Serve very hot with crackers.

If you wish, you can make a cream of tomato soup by only using half the quantity of water and replacing the other half with strained tomato.

#### Stuffed Green Peppers

Wash the peppers and cut off the top, so as to form a little cap. Remove the seeds. Chop fine your green pepper seeds, several sprays of parsley, a cup of diced celery, a cup of fresh tomato, and two cups of cabbage. Season with onion salt and pepper, using plenty of both. Moisten with equal parts of cooking oil and milk. Stuff the peppers, sprinkle with salt and pepper, and bake in a moderate oven.

#### Stuffed Tomatoes

Take the center out of ripe tomatoes. Select any dried fish, such as anchovies or herring. Mince one tablespoonful of onion and mix one of the shredded fish with two-thirds bread crumbs. Season with lemon juice, salt and a little cooking oil. Stuff the tomatoes and bake. Serve on a lettuce leaf with a couple of rounds of fresh cucumber

#### Afternoon Tea Service

The afternoon and late evening service of the luncheonette for the summer season may well be of the afternoon tea and salad variety,—iced tea and coffee, delicate salads, fruit with ice cream, and delicate cakes. Here is where many a luncheonette misses its opportunity.

It does not offer home-made cake of a delicious nature. Either its cake is coarse, common cake, cheap bakery cake, or something that does not appeal.

It is better to specialize in two or three delicious kinds of cake which people will come back again and again to get, than to try to win trade by offering people what they don't want and will not have.

**ATTRACTIVE LIGHT LUNCHEONS  
GIVE LUNCHEONETTE A  
REAL SUMMER APPEAL**

**B**USINESS people are realizing the importance of not partaking of a heavy meal at noon and the luncheonette, since it features light luncheons, gets much of the business which formerly went to the restaurants. Here are a few satisfactory combinations which are suitable for warm weather.

**Egg Luncheon**

Creamed eggs.  
Graham bread and butter.  
Fruit salad.  
Coffee.

The creamed eggs are prepared by hard boiling one dozen eggs. These are sliced and dropped into one quart of rich, white sauce, nicely seasoned with salt, pepper and paprika. Serve on rounds of fresh, hot toast.

**Cheese Luncheon**

Two cheese and nut sandwiches.  
Tomato salad.  
Iced tea.  
Country Club ice cream.

The cheese and nut sandwiches are most delicious when made with fresh whole wheat or graham bread. The creamed cheese and chopped nuts are moistened with mayonnaise.

**Milk Luncheon**

A bowl of half milk and half cream.  
White bread.  
A saucer of fresh fruit, lightly powdered with sugar, —strawberries, raspberries, blueberries, or bananas.  
A doughnut.  
Coffee.

Many relish the bowl of bread and milk with fruit. A piece of pie may be substituted for the doughnut.

**Fish Luncheon**

Mashed potato.  
Sea or lake trout, dipped in egg and crumbs and fried.  
Hollandaise sauce or mayonnaise with chopped parsley beaten into it.  
Sliced cucumber. White bread.  
Lemonade.

**Chop Luncheon**

One lamb chop.  
Buttered peas.  
Two hot Parkerhouse rolls.  
A glass of milk.  
Strawberry short cake.

Serve all but the dessert on one plate.

**WHY NOT TRY ROSE LEAVES HERE?**

Ice cream made of goat's milk and flavored with rose leaves is the delicacy par excellence of Greece and Crete, according to an American Red Cross worker recently returned from abroad. To Americans, whose palates are attuned to the rich, creamy product of the Jersey cow, the goat's milk ice cream doesn't sound very delectable. But flavored with rose leaves, it is really delicious. If such epicurean delight can be compounded from the milk of the goat, why not try adding fresh rose leaves to the American brand of ice cream? It might prove as popular as "Caramel Sundae" or "Banana Surprise." Goat's milk is whiter than cow's milk, and ice cream frozen from it has almost the blue tinge of skimmed milk, unless colored by the petals of the rose.

**ONLY CAREFUL ATTENTION TO  
DETAIL WILL KEEP LUNCHEONETTE  
SERVICE UP TO STANDARD**

Arrange the delivery of food in such a way as not to permit a view of kitchen or serving room. The customer is almost sure to see, or think he sees, something to criticize.

Remove soiled dishes or crumpled paper napkins at once so that tables or counter present an inviting appearance.

Offer only such foods as can be served at their very best. It is much wiser to limit the extent of the menu than to have some of the supplies inferior.

Make a special point of carefully flavoring all foods and always under-flavor rather than over-flavor. Some people are sensitive to a pronounced taste of any kind and others prefer to add something on their own account.

The luncheonette should not attempt to serve elaborate meals, but should arrange a menu which really answers the description of a "light luncheon" and can be quickly served.

See to it that hot foods are served hot and in hot dishes and that cold foods are thoroughly chilled and served in cold glasses or on cold plates.

Impress upon the dispenser or waiter the importance of concentration on each customer and of making that customer feel that his or her interest is paramount.

When a complaint is expressed the waiter should listen respectfully and make every effort to correct the cause of the complaint.

**FOUNTAIN BUSINESS DULL IN ALABAMA**

**Business Men of Birmingham District Report Serious  
Decrease in Soda and Candy Sales Due to Prevailing  
Depression**

The confectionery, ice cream and soft drink industries have shown a general decrease in business throughout the Birmingham, Alabama, trade territory for the first half of the year, as compared with the same period of 1920, according to the leading confectioners of the city.

Luxuries, they say, are the first articles to be affected by the general business depression, and for that reason receipts are off from thirty to fifty per cent throughout the district on candy and from twenty to thirty-five per cent on ice cream and soft drinks. Dealers operating in the strictly industrial centers of the district report even larger slumps in their trade, due to the general lack of employment caused by the closing down or part-time operation of the industrial plants.

Prices, too, have been decreased five to 15 per cent, although they have not yet reached the pre-war basis, partly on account of high rents, but also because of high wages which confectioners have been paying.

Sales in candies, which mounted so rapidly during the war, have gradually been dropping for the past two years, but the sudden slump occurred in Birmingham only a few months ago, co-incidental with the general depression. During the first six months of 1921 sales have been approximately 60 per cent of those for the same period last year.

Soda fountain sales have been seriously affected by the general depression since January, but they have not fallen off to the same extent as candy sales.

## PUGILIST TURNS SODA DISPENSER

**Willie Meehan, Widely Known As the Fat Boy of the Prize Ring, Rests From His Strenuous Labors With the Padded Gloves by Working the Draught Arm**

Presiding over the soda fountain in a little store in San Francisco and peacefully dispensing ice cream sodas and malted milks, Willie Meehan, the erstwhile conqueror of Jack Dempsey, is dreaming of what he would like to do in the fistie arena. Willie's boxing career has long been a joke to the fight fans, notwithstanding the fact that he was able to outpoint Dempsey on two



*Willie Meehan Now Dispenses Soda*

occasions, for no one has been able to take the fat boy of the prize ring seriously. Few, however, have known his occupation between bouts. In adopting the calling of soda dispenser Meehan has only followed in the footsteps of many more famous pugilistic heroes. In the old days it was the proper thing on retirement from the ring to purchase a saloon and take up the role of bartender. This career was of course closed to Willie but he has evidently followed their example as accurately as changed conditions have permitted. He does not admit that he has retired, though, and claims that he desires to prejudice his chance of a long and useful life behind the marble bar by entering the ring with the winner of the recent match at Jersey City.

## SODA SELLER SHOWS SPEED

A hold-up man recently entered the soft drink establishment of Charles Ferguson, 201 Washington street, Oakland, Cal., and ordered him to hold up his hands. Instead of obeying the injunction the proprietor grabbed the day's receipts, amounting to \$150, and fled through a rear door. The bandit contented himself with robbing two patrons of small sums.

## DRUGGISTS PROTEST FOUNTAIN TAX

**Dubuque Drug Stores Object to Proposed Flat Rate Levy on Fountains on Ground That It is Inequitable to the Smaller Establishments—They Propose Sliding Scale Tax**

The proposal of the City Council of Dubuque, Iowa, to place a flat rate levy on all soda fountains of whatever size in the city, has encountered strong opposition from the druggists, who maintain that this is unfair to the small fountains and particularly to the drug stores, since their fountain business is relatively small. A committee of druggists composed of Sylvan M. Edison, B. A. Ruegnitz and S. H. Clark presented their protest at a meeting of the City Council and suggested in place of the proposed tax a sliding scale levy which would provide for a minimum assessment and an additional tax based on the amount of business or the number of service tables.

Mr. Ruegnitz and Mr. Edison acted as spokesmen. They said that the average soda fountain in a drug store is regarded by the proprietor as merely something to keep business alive during the Summer months. They suggested, as an alternative, a nominal tax to cover the fountain, then a sliding scale of additional tax based upon the number of chairs and tables used in the various establishments. Mr. Edison said this plan is in effect with highly satisfactory results all round in several progressive cities.

The point of view of the druggists is further set forth in the following letter written by Mr. Edison to the editor of THE SODA FOUNTAIN:

Dear Sir:

I beg to state that a flat soda fountain tax is a very unjust method of taxation, particularly as to retail druggists, who, in addition to a soda fountain tax, are forced to pay numerous other state, county, federal and city taxes.

Our suggestion to our City Council was the adoption of a nominal fountain tax of approximately \$5.00 with an additional tax on each table used in serving patrons. This would mean that a drug store carrying a fountain as a side line, or a small confectionery store serving but a few people per day, would have only to pay between \$5 to \$10 per year while the large soda fountain stores doing between \$50,000 and \$100,000 a year business would pay what I believe to be a fair tax, running up to approximately \$100 a year. The purpose of an additional soda fountain tax is to tax soda fountain parlors doing a tremendous business but paying a very small city tax because of the little stock required in proportion to other types of retail business.

You can plainly see the justice of the graduating tax instead of a flat soda fountain tax for all merchants having a fountain.

Very truly yours,

SYLVAN M. EDISON,  
Pres. Ruete Drug Co.

## GRANTS PERMIT TO ICE CREAM COMPANY

The Millbrook Dairy Company has been granted a permit by the Common Council of Middletown, Conn., to erect a modern ice cream plant at the corner of Broad and William streets. The plant is to cost \$30,000. Considerable opposition was offered by citizens who objected to the establishment of such a plant in a residential district but they were overruled by the Council on the plea by the dairy company that all possible sanitary precautions were to be taken and the plant would not be a nuisance to residents of the section.

# Box Luncheons Make Profitable Specialty

How One Soda Fountain Proprietor Built Up Good Business  
by Catering to Demand of Automobileists, Housewives  
and Business People for Ready-to-Eat Lunches

A CERTAIN Luncheonette operated in connection with a soda fountain, was so located that there seemed little hope of increasing the business of that department substantially over what was being done. So the proprietor let matters drift and took it for granted that he had reached his limit.

But the time came when he decided to sell, and his successor was not content to take so much for granted and proceeded to look over the situation to see what could be done. It was a semi-residential neighborhood with comfortable homes stretching away on one side, and a business section on the other. The new owner of the store decided to make an appeal to both classes of people. This is how he did it.

He had several thousand cards printed bearing his name, address, and slogan on one side. The slogan was simply: "Yours To Order and Eat and Drink—Ours To Prepare!" On the other side was a brief statement that box lunches would thereafter be put up daily—but only in limited number. These lunches would be varied from day to day, and would contain sufficient for a delicious meal for one person, and would be sold at forty cents. Those wishing to patronize this new service could only be sure that disappointment would not await them by telephoning in advance. In that case, the boxes would be prepared, marked with their name, and be ready for them when they came in. No orders for special preparations would be taken from 12 to 2, or 5 to 7. There was added a sample menu of the contents of one lunch box, and these cards were distributed in mail boxes, through business offices, thrown into automobiles, and enclosed in outgoing parcels as package inserts.

This man planned to have about fifty prepared lunch boxes ready at noon for automobileists, or those who might drop in, but he took no chances of having any of these left over to get spoiled, preferring to prepare most of them on order, and to build up a regular following.

He found that a large number of people were delighted with this service, and that many preferred to have a delicious lunch all ready to eat and to pay a fair price for it, than to get something ready themselves at home, or to stay home to get lunch for school students or some member of the family; and women shoppers enjoyed being able to go in and take their lunch home with them all ready to eat. Besides this, business people thoroughly appreciated the privilege of a lunch ready without waiting.

As our friend did not have room to invite the public to eat these lunches with him, he eventually organized a Box Delivery System, charging five cents extra to have lunch taken to any address within a radius of a mile and a half. He made arrangements with a motorcycle delivery to take care of these. This relieved much congestion in the store at meal times and multiplied his luncheonette business.

A few side lights may be shown in the way of logical developments. First, many people bought more than he had expected. For example, if a housewife had a dressmaker and did not want to stop to get lunch, she would order perhaps two or three boxes according to the needs of her family, and perhaps would add a brick of ice cream and two or three bottles of ginger ale.

Second, motoring parties soon learned of this service, and would plan to make this town or to telephone ahead for the boxes. Teachers in the schools and many of the department store and office people had accommodations for eating their lunch in quiet at their places of business, and became regular patrons, the order and delivery service proving a great winner.

Third, while the regular menu was sold at the flat rate of forty cents, special menus or accommodations could be ordered in advance, and a fair price charged for these. In fact, it was not at all unusual for quite expensive box lunches to be ordered, especially if a group of young people wished to go on a picnic or a little party of their own.

Clubs, social gatherings, and church suppers also took opportunity to patronize this service, so that it soon became a sturdy and flourishing branch of its own. It bolstered up the soda fountain business by stimulating the sale of cream and bottled drinks. Many people coming into the store for their boxes took occasion also to refresh themselves with a glass of buttermilk or of lemonade, for this particular store specialized on its lemon drinks.

## NOVELTIES IN ICES AND CREAMS

### French Apricot Ice

Take one quart of drained apricots. Crush and put through a fruit press or a strong potato ricer. Take the apricot syrup which has been drained from the fruit, add to this one quart of orange juice, one cup of lemon juice, a few grains of salt, a pound of sugar and a quart of water. Freeze. Serve with sweet wafers.

### Praline Ice Cream

Take any satisfactory plain ice cream formula using caramel flavoring. To each quart of this add two-thirds of a cup of chopped pecan nut meats.

### Lemon Cream Sherbet

3 pounds sugar  
1½ pints lemon juice  
2 quarts of milk  
2 quarts thin cream  
A little salt  
Grated rind of two lemons

Mix the sugar and lemon juice. Gradually add the milk which has been scalded and cooled, then the cream. Freeze.

### Prune and Nut Ice Cream

1 pint of prune pulp  
1 quart cold water  
1½ pounds sugar  
1 cup of lemon juice  
½ cup chopped nut meats  
1½ pints heavy cream  
¼ teaspoonful of salt

Soak the prunes over night in the cold water. Cook in the same water until soft, adding as much water as boils

away. Remove stones. Put pulp through a press. Add sugar, lemon juice, prune liquid, nut meats, salt, and stiffly beaten cream. Freeze.

#### New England Pudding

To each quart of vanilla mix, allow one pint of rolled, dried macaroons, one quart of crushed, sweetened strawberries, and the juice of half a lemon. Add an extra half cup of powdered sugar. Add the lemon juice, half a cup of water and the dried macaroons. Let stand two hours. Just before putting the vanilla mix into the freezer, add this special chilled and seasoned mass.

#### SODA SHOP'S SILVER ANNIVERSARY

**Donckers, Marquette, Observes Twenty-fifth Birthday by Three-Day Celebration With Special Menu, Music and Price Attractions**

The soda and candy shop is a recent development in the retail field. It is only a comparatively few years since this class of business came into being and it is a bit unusual, especially in the smaller towns, to find such business firms established longer than ten or fifteen years.

Donckers, Marquette, Michigan have put themselves on the state's business map by holding their 25th anniversary celebration. They set aside June 9, 10 and 11 as the days when the store would act as host to the public.

In 1896 Mr. Fred Donckers started the business in a small one story frame building. He sold only a limited line of candy and cigars, but the business expanded to such an extent that larger quarters were necessary. As a result Mr. Donckers decided to put up a building which he felt would be big enough to house what he felt sure was to be a profitable business and he had the foresight to see that the soda fountain and candy business was in its infancy.

The present store is modern in every respect, splendidly equipped and one of the finest of its line to be found, in a town of similar size anywhere in the state.

The business is now conducted by Mr. Frank Donckers, son of the founder of the store.

In view of these facts the Donckers felt that the 25th birthday of their commercial offspring called for a fitting observance. So in a half-page newspaper ad they invited their friends and patrons to their silver anniversary.

The menu card for the occasion consisted of a blue folder. On the first page appeared a brief resume of the store's policy.

1896

1921

Donckers, Marquette.

It is more than a Store. It is an institution—spanning two generations with unbroken service—sticking to its ideals through good times and bad—its policies kept intact through the continued control of the same business family.

Now after the best year of its history, the House through its entire personnel welcomes old friends and new to the remodelled and enlarged store.

To its patrons, present and prospective, "The Old House with the Young Spirit" now invites you to its Twenty-Fifth Anniversary Celebration.

#### DONCKERS

The inside page gave a list of "Silver Specials," fountain dishes designed to carry out the idea of the day, as Silver Fizz, Silver Parfait, etc.

On each of the three evenings a program of popular and classical music was rendered on a high-grade player-piano.

#### FOUR SUMMER SALADS WHICH CAN BE FEATURED AS LEADERS OR NOVELTIES FOR SPECIAL APPEAL

##### Cantaloupe Salad

Procure a vegetable scoop—one which will take out or cut out balls for small oval portions, egg-shaped, from solid vegetable masses. Arrange crisp lettuce leaves on cold plates. With the scoop, take out six or eight egg-shaped portions of ripe cantaloupe and place on the lettuce bed. Dress with equal parts of whipped cream and mayonnaise.

##### Melon Salad

Prepare as above, using half cantaloupe and half watermelon for the egg-shaped portions.

##### Frozen Tomato Salad

- 4 tablespoonfuls corn oil
- 2 tablespoonfuls vinegar
- 2 tablespoonfuls lemon juice
- 2 tablespoonfuls onion juice
- 2 quarts canned tomato
- 2 tablespoonfuls celery seed
- $\frac{1}{2}$  saltspoon of paprika
- 4 tablespoonfuls powdered gelatine

Season the tomato with the lemon, the vinegar, salt, paprika, corn oil and onion juice. Soak the gelatine in enough cold water to cover, while the tomato mixture is simmering on the stove for half an hour. Add the dissolved gelatine to the hot tomato mixture and stir well. Put into an ice cream freezer and pack with one-third salt and two-thirds ice. Let stand until frozen. Serve with a regular small-sized ice cream scoop on lettuce leaves. Add a little plain mayonnaise or tartar sauce and accompany with cheese and nut sandwiches.

##### Frozen Salmon Salad

- 1 pint of minced salmon
- $\frac{1}{2}$  cupful of finely chopped celery
- 1 tablespoonful of minced green onion
- 1 tablespoonful of minced green pepper
- 4 tablespoonfuls powdered gelatine
- $\frac{1}{2}$  pint of heavy cream
- $\frac{1}{2}$  pint of boiled salad dressing

Beat the cream stiff and blend with the dressing. Soak the gelatine in cold water and dissolve in one cupful of boiling water. Cool. Blend all the ingredients and turn into individual moulds with a slice of cucumber in the bottom of each. Pack in ice and salt for two or three hours. Unmould on lettuce, garnish with a little mayonnaise, a ring of lemon, and serve with fresh rolls and butter.

A souvenir box containing three chocolates was given to each customer. In addition each patron who bought a Silver Special was presented with a tiny silver spoon.

As Mr. Frank Donckers remarked, "I stayed up all night to get everything done and ready on time. Our Silver Anniversary meant work and lots of it, but it was worth while. Guess I got as much pleasure out of it as I put hard work into it. Our customers certainly were most generous in expressing their appreciation and congratulations."

# Ice Cream Department



Conducted by ALFRED C. FRASER

## Ice Cream Dealers Face Difficulties

Relations With Manufacturers Should Be Made  
More Satisfactory and Price Dissatisfaction  
of Public Must Be Removed

JUDGING from newspaper stories, the life of the retail ice cream dealer is a particularly happy one.

With his profits of from a few hundred to a thousand per cent, varying with the imagination of the reporter writing the story, there would seem to be no reason why he should be discontented with his lot. However, as everyone connected with the ice cream business knows, the retail dealer does not make any such profits and he is continually facing a set of problems which do not, to the same extent, confront dealers in other commodities.

These problems of the ice cream retailer may be divided into two classes; those involved in his relations with the wholesaler and those which he meets in his relations with his customers.

At the present time, with the agitation for lower ice cream prices which is being carried on assiduously by many newspapers all over the country, his relations with his customers are likely to be a trifle difficult, but in this article we will first take up the questions which arise in his dealings with the wholesaler.

### Manufacturers Are Unfair to Dealers

Most ice cream dealers buy their supplies of cream from the manufacturers, though many, especially among the larger dealers, manufacture the product for themselves. This is not a really profitable procedure for establishments where the volume of sales is comparatively low. In such establishments the question of satisfactory relations with manufacturers becomes an important one. It is a matter which is equally important to the ice cream manufacturer, for his success or failure is due in no small degree to the full cooperation of his dealers.

Unfortunately the ice cream business is one in which the relation between wholesalers and the retail distributors has never been entirely satisfactory to either party. Notwithstanding the need of the manufacturer for help from his dealers, some manufacturers, particularly in the smaller cities, prejudice this co-operation and burden themselves with a class of business which is of doubtful profit, by allowing the practice of direct selling to retail customers to grow up. It is easy to get started along this road, for the manufacturer hates to take the chance of losing an order and possibly a regular customer by refusing a request for delivery on a direct telephone order.

In many instances this procedure has been carried on to a point where most persons desiring any quantity of ice cream will not hesitate to telephone to the plant for it and expect immediate delivery. Once the practice has

begun, it is dangerous, if not impossible, to refuse these orders on the ground of inconvenience unless all are turned down.

### Orders Should Be Placed Through Dealers

This delivery is needlessly expensive for the manufacturer and is distinctly unfair to the dealers who are his selling agents. Ice cream merchandising is essentially no different from any other sort of business and the same principles apply. Dealers are distributors to the retail trade. They represent the manufacturers and in consequence have certain privileges which it is unwise for the manufacturer to ignore. In other fields of merchandising the distinction between the wholesaler and the retailer is usually sharply maintained, and the manufacturer or wholesaler thinks it impolitic to compete with his own recognized selling agents.

The dealers are perfectly justified in complaining, as many of them do, that the manufacturers should not deal with retail customers direct, but should permit the dealers to receive all orders and either fill them or pass them on to the manufacturers. This protest can be made even stronger, if the dealers in any given locality can get together on the subject and arrange for concerted and not individual action. There is no reason for ice cream manufacturers to carry on a retail business in direct competition with their own agents, the dealers, and there is little doubt that strong objections to the practice will not be without effect if supported by formal or informal associations of retailers.

The dealer is right in insisting upon an arrangement under which all orders for delivery on ice cream will be placed through him. Some of these orders which now go directly to the manufacturers, could be filled at once by the dealer, and with greater speed and consequently better satisfaction to the customer. Other orders, such as those for parties and holiday specials, could be placed with the dealer and transmitted by him to the manufacturer. Even if the commission allowed for this latter service should be made practically negligible, the dealer's prestige would be enhanced and his position with his customers correspondingly strengthened.

### Co-operation Benefits Manufacturers

Such a plan is unquestionably a benefit to the manufacturer. For the successful conduct of his business, the manufacturer requires full co-operation of the retail dealers. It is entirely impractical for him to attempt to eliminate the dealer and sell direct to the consumer. All studies which have been made of the distribution of commodities either through retail dealers or by direct sale from a

manufacturer to consumer, have led to the conclusion that the weakest form of distributive organization is the one in which the manufacturer or wholesaler sells through dealers and at the same time competes with them by going over their heads and selling direct to consumers. This is the situation in the ice cream business at the present time.

Many large ice cream companies have recognized the dangers of the present situation and have adopted such a plan as the one outlined here. So far as is known, the plan has worked out with equal satisfaction to dealer and manufacturer and the public have not been inconvenienced or put to greater expense. Manufacturers are coming to see they can best obtain a regular, dependable outlet for their product by cultivating the cooperation of the retail dealers. But this practice is by no means universal as yet.

#### Customers Alienated by Price Discussions

The retail ice cream dealer's relation with his customers are commonly satisfactory, at least as satisfactory as those of any retail dealer. But present conditions have introduced new difficulties and problems. There is no ignoring the call on the part of the public for lower ice cream prices. It is heard in all parts of the country; newspapers and magazines have taken it up and in a few cases the public officials have even taken cognizance of it. All of this adds to the difficulties of the retailer for it is always more difficult to sell to people who are irritated and believe that prices charged are unfair.

Unfortunately the public has no real knowledge of the business of selling ice cream. To the ordinary buyer, a gallon of cream from the wholesaler is material, from which eight pints can be sold at retail. The dealer knows that this is not true, that shrinkage, over-measure and other factors enter into the situation, which make it impossible for him to average anywhere near the theoretical amount from his retail sales. Neither does the public realize that there is always some loss from ice cream which remains unsold and which soon becomes unsalable. The dealer naturally must make up this loss through profits on that which is disposed of.

The dealer's problem with his public is the difficult one of convincing them that his prices are reasonable. This will be difficult because the public is not easy to convince on the subject and because the dealer has little opportunity to present his side of the case. One thing which he can do is to make his price as reasonable as is consistent with fair profits and good business management. This in most cases has been done, though it has not convinced customers that the prices are low enough.

The real hitch in the matter from the dealer's point of view comes in the matter of shrinkage. He buys a gallon of ice cream, yet it is impossible for him to sell a gallon of ice cream from it. It is doubtful if he can ever bring any considerable number of his customers to a realization of this fact, chiefly because he has little opportunity to make them understand it. Even aside from his relations with his customers, the shrinkage is an inconvenience to him since it is not always the same and this makes it difficult if not impossible to calculate the returns which he will get. If the question of shrinkage could be eliminated from the business, it would go far to settle the price controversy for good and all and it would enable the retailer to estimate more closely upon his profits.

#### Ice Cream Should Sell by Weight

There is no way in which ice cream can be prevented from shrinking. There is, however, a possible remedy. It is that of selling ice cream by weight instead of by measure. If a standard weight is adopted for a gallon of ice cream and standard weights for a quart and pint as normal fractions of this, it will enable the dealer to buy a gallon of ice cream and be reasonably sure of selling from that gallon approximately four quarts or

eight pints. There will still be some discrepancies due to overweight and mechanical losses, but these will be inconsiderable and the dealer will be able to tell just where he stands on his ice cream profits.

The effect on the public will be desirable. It will no longer be necessary to charge what looks like an unreasonable price for a pint of ice cream. The price for the smaller quantities will bear a far more logical relation to the wholesale price per gallon than is the case today. As things stand now, the dealer's customers may be paying 50 or 60 or 80 cents a quart for their cream and know that the wholesaler's price is \$1.10 or \$1.30 a gallon. To them, since they are unfamiliar with shrinkage, it appears that the dealer is making illegitimately large profits. Now if the matter of shrinkage were disposed of by selling ice cream by weight, the price per quart would be considerably lower in proportion to the price per gallon and while the dealer's real profits would remain the same, his apparent profits which do him no good and a great deal of harm, would be reduced.

#### FOND DU LAC GETS ICE CREAM PLANT

**Wisconsin Milk Company Begins Production in New Plant of 2,000 Gallons Capacity — Can Make and Harden 2,000 Gallons Daily**

The Wisconsin Milk Company, Fond du Lac, Wis., is now manufacturing ice cream in its new plant on West Division street. The milk business of the company, which is still conducted at the old place on South Main street will be moved into the new structure.

The building is of solid tile and concrete construction and is fire-proof and sanitary. There are two stories and a basement in the main building, the boiler room, compression room and milk receiving room being located in an addition at the rear. The main building is 60 by 48 feet. The first floor is used solely for the manufacture of ice cream, with the pasteurizing, churning and testing rooms on the second floor.

The plant is equipped to make and harden 2,000 gallons of ice cream daily, there being two freezers in operation in addition to a spacious hardening room. All the machinery is motor driven and equipped with the latest safety devices. R. Beutler is manager of the plant.

#### BACTERIA FOUND IN ICE CREAM SAMPLES

**Harrisburg, Pa., Health Department Finds More Than Half of Samples Collected Contain Excessive Counts of Bacteria—Fat Content Up to Standard**

Tests of ice cream samples collected in Harrisburg, Pa., by the Health Department and examined by the city bacteriologist disclosed the fact that a large proportion of them contained bacteria far in excess of the number allowed by the city requirements. Of twenty samples examined only three met in all respects the specifications demanded by the Department. Thirteen showed the presence of colon bacteria, thirteen contained gas and eleven had more than the maximum allowance of 500,000 bacteria, two samples going over 11,000,000. All samples, however, showed more than the required amount of butter fat.

Milk samples tested during the same period were even more unsatisfactory. Twelve of these exceeded the bacteria allowance, twenty-three contained colon bacteria and thirty showed a gas content. Fourteen of them failed to satisfy the butter fat requirements.

The unsatisfactory condition found in the ice cream business in Harrisburg is therefore directly traceable to inferior milk supplies. Drastic action may be taken to compel the milk producers and dealers to supply users with milk which will meet the sanitary requirements and which will be reasonably free from bacteria.



## ICE CREAM AS AMERICANIZATION AGENT

Ellis Island Authorities Gently Lead Immigrants to Appreciation of Good Points of America by Introducing Them to the Pleasures of Ice Cream Sandwiches

The food value of ice cream is now recognized and its popularity has never been in doubt but it remained for the immigration authorities to show that it was an efficient method for making our future citizens more at home in their new environment at Ellis Island. The experiment has been literally a howling success, especially when some of the immigrants determined to test the efficacy of the new delicacy as a face cream and began by experimenting on their neighbors countenances in preference to their own. As a cosmetic it may have certain advantages, but the dining room attendants were compelled to interfere with the experiment before conclusive results were obtained.

A more readily foreseeable difficulty next arose when the dainty attained such popularity that diners hastened to finish their portion in time to have a chance at that of their slower companions. This practice, too, was frowned upon and if the table manners are still not all that the fastidious might desire the immigrants stow away their ice cream without undue disturbance.

The ready adaptability of the newcomers is shown by the fact that they developed the idea of the ice cream sandwich almost at once and now the majority of them prefer to use the new dessert as butter, spreading it thickly on their bread and eating the resulting combination with every appearance of satisfaction.

It augurs well for the future of the ice cream industry and its further expansion that the latest comers to the country are acquiring a taste for the characteristic American dish even before they set foot in the streets of New York. It has always been a cause of complaint by many that the recent immigrants do not adopt American standards of living, but the Ellis Island authorities are sponsors for the assurance that in this one respect at least the adoption of the American standard is as instantaneous as could reasonably be expected. Then, too, who could imagine a man who is genuinely fond of ice cream becoming a Bolshevik? Even strawberry ice cream would arouse no latent anarchistic tendencies, while vanilla or peach would be soothing to the very reddest of the Reds. There is as yet no record of a dangerous plot being hatched over a dish of ice cream; the temperature is too low to promote incubation.

## WISCONSIN ADOPTS ICE CREAM STANDARD

Gov. J. J. Blaine has signed the new ice cream standards law for Wisconsin. Ice cream is defined as a frozen product made from cream, or milk and cream, and sugar, added milk fat, eggs, natural flavoring, edible gelatin, or harmless vegetable gum, containing not less than 12 per cent of milk fat, nor more than one-half of 1 per cent of gelatin or gum or mixture of the two. The volume of ice cream after being melted shall be not less than one-half the volume of the cream as made and sold. Fruit ice cream is defined similarly, except that the definition permits the addition of sound, clean and mature fruit, and the milk fat content must be not under 10 per cent. Nut ice cream, chocolate, cocoa or caramel, and fruit flavor ice creams are defined similarly. Amendments to the original text, proposed by Wisconsin ice cream manufacturers, druggists and dispensers, and making the provisions as to milk fat content and general composition less restrictive, were accepted by the legislature.

**Opportunity!**—It comes to those who go after it the right way. Many a man has obtained a better-paying, more satisfactory position through a Want Ad in THE SODA FOUNTAIN.

## ICE CREAM HAS FOOD VALUE SUFFICIENT TO MAKE IT ECONOMICAL PURCHASE FOR ALL

The following chart demonstrates graphically the importance of ice cream as a food and its relative value as compared with a number of other food products, which, in the popular estimation, are placed far ahead of a luxury like ice cream. Information of this kind should be widely spread so that people will understand that in buying ice cream they are not indulging in extravagance but are expending their money wisely to buy one of the most healthful foods available.

Ice Cream at 50c a quart
Beef Steak at 35c a pound
Peas (canned) at 15c a pound
Eggs at 60c a dozen
Whitefish or Codfish at 30c a pound
Chicken at 35c a pound
Tomatoes (canned) at 15c a pound

## J. B. JOHNSON OPENS NEW PLANT

A new and modern ice cream plant has recently been opened on Ringe Avenue, Cambridge, Mass., by J. B. Johnson, which trebles the output of his older factory which has been in operation ten years at 191 Columbia St. The new plant requires a force of twenty men and is under the supervision of B. R. Dunn. It is equipped with three freezers of the brine type, each of which is capable of turning out 100 quarts of cream every ten minutes. The ice house has a capacity of 3,000 tons. Crushed ice, milk, cream and other materials are brought to the top floor on which the mixers are located and from there the product is handled as much as possible by gravity, passing through the pasteurizers, viscolizers and cooler pipes to the freezers on the ground floor.

## WATERTOWN OBJECTS TO SALT IN STREETS

The health department authorities of Watertown, Mass., have taken action against drivers of ice cream trucks who have indulged in the practice of disposing of surplus salt by the simple process of dumping it in the streets. Several cases have been brought up for action in the local courts, four complaints being entered against one driver and single complaints against several others.

## NEW SUNDAE IS RIGHT UP TO DATE

The very latest thing in sundaes is made as follows: Take the usual portion of ice cream, smoothed off in the disher so that it will come out perfectly rounded, and place it in a shallow sundae dish. At the northeast corner of it place a dab of strawberry topping. At the northwest corner add one of pineapple. At the southeast and southwest angles place similar dabs of strawberry and butter scotch. Decorate the apex with a nice red cherry and sprinkle on powdered nuts sparingly.

The name? Oh, yes. It is called the Toddler Top Sundae—Take All.

## Trade Notes and Personals

The General Trading Company, Worcester, Mass., ice cream manufacturers, have installed machinery which enables them to increase their production of "Royal Quality" ice cream to 3,000 gallons a day. The storage capacity of the enlarged plant is 18,000 gallons.

The plant of the Hollingsworth-Turner Ice Cream Company at South Bend, Ind., is now completed and production started. The plant is one of the most modern and best equipped plants in the Middle West and will have a storage capacity of 5,000 gallons. The cream, which is made by the carbonation process, is to be sold under the distinctive name of "Velvet."

The Clayton Ice Cream Company, Clayton, N. Y., has extended its scope of operations and purchased a refrigerator truck for use in distributing its product in Watertown.

The plant of the Kream of Kream Ice Cream Company at 3994 San Pablo avenue, Oakland, Cal., was recently destroyed by fire. Arrangements have been made for serving the regular trade pending the rebuilding of the factory.

Fontanella and Netto are adding modern soda fountain and ice cream dispensing equipment to their confectionery store in the Paramount building at Stafford Springs, Ct.

All Hartford doctors were invited to attend the opening of the new factory extension of the New Haven Dairy Company in that city. The plant with its complete sanitary arrangements and a daily capacity of ice cream sufficient to provide 70,000 servings was a revelation to them of the progress made by the ice cream industry in recent years.

Employees of McCormick & Co., Baltimore, Md., manufacturers of flavoring extracts, essences and other specialties, went on a moonlight excursion down Chesapeake Bay on the evening of June 28 and spent several enjoyable hours in dancing and other pastimes aboard the steamer.

Scuris Brothers, Groton, Conn., are laying plans for further expansion of their soda fountain and confectionery business and have acquired sole ownership of the property at School and Latham streets, which is occupied in part by their store. The deal was one involving a considerable sum as the realty in question consists of two business buildings and an adjoining dwelling and 39,000 square feet of land.

The Horn Ice Cream Company of Norfolk, Virginia, recently held a formal opening of its new plant at 22d street and Llewellyn avenue. Besides an exhibition of the most modern methods of making ice cream, dancing, music and refreshments were provided for visitors.

The Old Dutch Market of Richmond, Va., held a formal opening of their new and elaborate soda fountain recently installed in the Market at 7th and Franklin streets. The fountain is a particularly handsome one of pink Tennessee marble.

The soda and confectionery store of A. J. and J. W. Stegnaro at 693 State street, Springfield, Mass., was mysteriously robbed of \$530.00 in bills, checks amounting to \$23.00 and about \$6.00 in silver.

A fire in Hill City, South Dakota, destroyed among other buildings, a candy and ice cream establishment belonging to Mrs. Maudline. The loss was estimated at \$8,000.

The Bunte Candy Company, of Chicago, Ill., has leased a three story building at 1062 Folsom street, San Francisco, Cal., and will fit it up for factory and sales purposes. The company will operate there under the name of the Alberta Candy Company.

The ice cream manufacturing plant of Walter T. Ashley of Nashua, N. H., suffered a loss of several thousand dollars in a fire which occurred July 5. The fire started in a flue between the brick building of the ice cream plant and an adjoining wooden structure. The roof and some of the partitions were burned, but outside the water damage, the equipment of the Ashley plant was unharmed.

Charles S. Buckley has opened a soda fountain to be known as the Spa, in the Lange store on East Main street, Meriden, Conn.

Jones and McKenney, Newport, Me., have installed a modern carbonator for their soda fountain.

Roger Davis, of Rochester, N. H., is now in charge of the factory of the Leichman Ice Cream Company at Hazleton, Pa.

Edwin Davis is erecting at Spurr's Corner, Me., a building which is to be occupied immediately by an ice cream parlor.

Lawrence Daniel is manager of the new plant of the Arcadia Ice Cream Company, at Arcadia, Louisiana, which recently began production with a daily capacity of five hundred gallons.

A. Mazzolini of Randolph, Vt., has remodeled his store to provide an attractive service room for fountain customers in the rear.

Charles E. Schank, of Grenelle and Schank, ice cream manufacturers, addressed the Rotary Club of Ashbury Park, N. J., June 15, on the modern methods used in making ice cream.

William G. Van Meter, who has been plant manager of the Columbia Creamery, at Columbia, S. C., for three years, has accepted an offer to take charge of the manufacturing end of the business of the Freysmith Ice Cream Company, Charleston, S. C. Mr. Van Meter's ice cream experience includes a period spent in managing the Camp Jackson ice cream plant which supplied the Eighty-first Division with ice cream.

Frank Rudolph has recently opened an ice cream and soda establishment in Kansasville, Wis., which is proving a successful venture.

Albert H. Arnstein, treasurer of the Lindt Chocolate Company, New York, was a recent business visitor to San Francisco.

### MEDIA TRIES TO BAKE ICE CREAM

Media Pa., was treated to an example of baking ice cream on a large scale when a heavy truck, loaded with the product, caught fire passing through the town. The body of the machine was saved but the ice cream had to be written as a total loss.

### NEW GAS GUARD PLACED ON MARKET

This new device registers the amount of pressure remaining in a carbonic acid gas drum. It can be used with any gas drum or regulator, and also embodies a special safety device to prevent drum explosion. It is manufactured by the Maas Carbonator Co., of Milwaukee, and is distributed through the wholesale trade.

## Obituary

Joseph Martin, chairman of the board of directors of the National Ice & Cold Storage Co. of California, and largely interested in the ice cream manufacturing business, passed away at his home at San Francisco, Cal., on June 4th, following an illness of two weeks. He engaged in the cold storage business in California in 1883 and organized twenty-five separate plants, incorporating them into the National Ice & Cold Storage Co. in 1912, with a capital stock of \$25,000,000. He was sixty-three years of age and is survived by his widow and two sons.

### C. S. HUBBARD COMMENTS ON EXPOSITION

**Representative of Vortex Manufacturing Company Believes Soda Fountain Business Will Be Benefited As Result of Atlantic City Show**

Charles S. Hubbard, supervisor of the Eastern and Southern districts of the Vortex Manufacturing Company is enthusiastic over the results of the National Confectionery, Soda Fountain and Accessories Exposition, held recently in Atlantic City. The Vortex Company displayed its goods at the booth of the Crandall-Pettee Company, of New York and their exhibit of Vortex cups and sundae dishes in addition to a complete line of soda fountain supplies, fruits, syrups and soda was one of the features of the show.

Mr. Hubbard in commenting on the exhibition said: "Present day business conditions are composed of many angles in the soda fountain trade. Let us take service and sanitation and their relation to business in general, both North and South. It has been my experience in calling on the fountain trade throughout the North and South that many of the fountains were being operated at a loss until hot weather set in late last month. In the South, especially in the states of Georgia, Alabama, Florida, Mississippi and Louisiana, however, these conditions do not prevail. The Southern fountains, it has been my observation, study their condition more closely than their Northern brothers, taking advantage of general conditions, regulating their prices accordingly and minimizing the cost of service in many ways, one in particular by using paper cups at their fountains and tables.

"I feel sure that the business generally benefited greatly by the Atlantic City exposition."

### ANOTHER CITY REGULATES ICE CREAM

Drastic regulations covering the manufacture and sale of ice cream have been made by the Oklahoma City health officials. Under these regulations it is stated that there will be an attempt to force the manufacturers of ice cream to abandon the use of all fillers, such as gum, starch and gelatine, and use as raw materials only pure cream, sugar and extracts. Already a fat content of 14 per cent butter fat is required by city ordinance, though the state law calls for only ten per cent. Neither does the city ruling allow the use of reconstructed or homogenized cream, while the state law makes no reference to it. The conflict in the laws is occasioning some confusion and ice cream manufacturers of Oklahoma City are said to be making a strong effort to have the state law apply rather than the more severe city regulations.

**When you need a Soda Fountain Manager or Dispenser**—try a Want Ad in THE SODA FOUNTAIN. Capable men who "know the game" read these ads every month.

### TRADE MOURNS FRANK L. GANGEWER

**His Sudden Death a Shock to His Many Personal and Business Friends and to His Associates in the Crandall-Pettee Company**

Just before the June issue of THE SODA FOUNTAIN went to press, too late for more than a brief notice, news came that Frank L. Gangerwer had died suddenly in Coschocton, Ohio, while on a regular trip through the territory which he covered for the Crandall-Pettee Company.



Frank L. Gangerwer

Ohio and Indiana have received hundreds of letters of regret and appreciation from his customers.

Born in Portland, Me., about forty-four years ago, Mr. Gangerwer began his business career as a salesman and at one time was connected with Stratton and Storm, cigar manufacturers. His connection with the Crandall-Pettee Company dates back about twelve years and he was numbered as one of their most successful representatives.

The funeral services were held at the home of his sister in Jersey City, special services being performed by his Masonic lodge and by the Elks, of which he was an active member. Burial was in his home town of Portland.

### SUNDAY ICE CREAM SALE RESTRICTED

The town of Onset, Mass., has joined the ranks of those who believe that there is something essentially wrong in eating ice cream and drinking soda on Sunday. Hereafter the sale of ice cream and soft drinks on Sunday is to be restricted to the limited number of establishments which are fortunate enough to possess properly attested Sunday licenses and which are therefore not affected by the new regulations.

### MIKE WAS TOO FOND OF ICE CREAM

The popularity of ice cream in Detroit is evidenced by the experience of Elie Yanas, ice cream peddler, living at 7 Mile Road and Conant avenue. When time came for supper, he parked his cart in his front yard, but on looking for it again found it had disappeared. The police were promptly notified and soon discovered a man who gave his name as Mike Simon, pushing the cart along 7 Mile Road.

### NORTH ADAMS HAS NEW ICE CREAM PLANT

The Berkshire Ice Cream Company, Inc., of North Adams, Massachusetts, has recently begun operating their new ice cream factory. They have a modern and well-equipped plant, which uses mechanical refrigeration exclusively and has a capacity of 2,000 gallons a day. F. M. Hosley of the Hosley Ice Cream Company of Albany, N. Y., is president of the company, George H. Heeley is treasurer and J. J. Siciliano is secretary and general manager.

# BUSINESS RECORD NEWS

## Latest Information Covering Incorporations, Changes and Business Transactions in the Soda Fountain and Allied Industries

### ARIZONA

Flagstaff—Bailey's Candy Kitchen has opened for business.  
Glendale—Ebert and Miller have opened an ice cream parlor.  
Mesa—The Velvet Ice Cream and Candy Company has opened a store as a branch of its establishment at Phoenix.  
Warren—E. H. Wickens has purchased an interest in the confectionery business of Berquist Bros.

### ARKANSAS

Heber Springs—The Elliott Confectionery business has been purchased by J. W. Bell.

### CALIFORNIA

Alameda—Charles F. Manley has sold his confectionery business to Frederick E. Clark.  
Balboa Beach—The Stanley-Putnam Confectionery has been opened.  
Berkeley—Mrs. J. Matts sold her confectionery store to Freda Voss.  
El Monte—The El Monte Sweet Shop has been purchased by R. D. Turner.  
Fresno—C. G. Lukas will replace his candy store, recently destroyed by fire.  
Glendale—Jesse M. Fowler has sold the Virginia Sweet Shop to S. J. Mayer.  
Hemet—H. P. Huntington has sold his soda water and confectionery business to W. Cassidy.  
Lakeport—Bert Nutter and D. A. Kelsey have opened a candy shop.  
Long Beach—J. R. Sharp has opened a soda and confectionery store.  
W. F. Davidson has sold the Pleasant Candy Shop to E. M. Bertram.  
The Bide-A-Wee Confectionery, formerly conducted by Dee Graham has been taken over by H. A. Timmerhoff.  
Los Angeles—The C. C. Brown Candy Company is having plans prepared for the erection of a two-story and basement plant.  
Milroy—C. W. Long has opened an ice cream parlor.  
Monrovia—Bowden & Logan have opened a confectionery department in the new Monrovia Public Market.  
J. J. Pettus has sold his soda and confectionery business to C. Hitchcock.

### COLORADO

Pueblo—Selters Confectionery was destroyed by flood.  
The Palace Drug Store was destroyed by flood.  
The Hausman Drug Co. was destroyed by flood.

### CONNECTICUT

East Haven—Louis Herding has opened an ice cream parlor on Bradford avenue and Henry street.  
Meriden—The Solar Machine Co. capitalized at \$30,000 with Ricardo Miglietta, Joseph C. Merriam and Elmer A. Merriam as incorporators, has been incorporated for manufacturing machinery for the making of ice cream cones.

### DELAWARE

Wilmington—The Banta Candy Co. has been incorporated with a capital of \$15,000 by Victor Barsky, Wilbur L. Adams, Wilmington, and R. L. Sprague, Philadelphia.

### IDAHO

Grangeville—O. W. McConnell, confectioner and ice cream manufacturer, recently suffered a fire loss.  
Nampa—The Nampa Candy Company has been organized by W. A. Wilcox, St. J. Johnson and C. L. Bever.  
Weiler—W. J. Lowery and R. A. Nelson are preparing to engage in the wholesale and retail candy business.

### ILLINOIS

Arthur—Welcome and Reeder will open a confectionery business here.  
Chicago—The Squirrel Nut Candy Mfg. Company has been incorporated with a capital of \$2,000 by Harry Eisenberg, Lena Eisenberg, Aron Levontor, Sims Levontor.  
The Candy Craft Sales Company has been incorporated with a capital of \$38,000. Incorporators: L. Goldstein, G. H. Albright, R. I. Davis.

### INDIANA

Indianapolis—The Martin Candy Company has been incorporated with a capital of \$25,000 by E. F. Prignitz, P. M. Cassidy, John Martin and Daniel Dunn.  
The American Candy & Mfg. Company has filed notice of dissolution.  
The Porterfield Distributing Company, wholesale and retail confectionery, has been incorporated with capital of \$10,000. Incorporators: Homer Porterfield, G. W. Powers and D. P. Porterfield.  
Indiana Harbor—F. Migas & Company, to manufacture confectionery, has been incorporated with a capital of \$100,000. Incorporators: Frank Migas, Leo Piotrowski, Thomas Piotrowski.  
Monticello—Tidnick and Seymour, confectionery, sold out to George Combs.

### IOWA

Decorah—Olivin Sorlein has bought out Laudel & Sorlein.  
Hamburg—Louis Jensen opened a confectionery business here.  
Perry—Walter Peterson will open a confectionery business here.

Pocahontas—A. P. Breckwalk has sold his confectionery business to Robert Larson and Peter Johnson.

### KENTUCKY

Hazard—Hazard Ice Cream Co. has been incorporated with a capital of \$30,000.  
Louisville—Harner's Confectionery has been incorporated with a capital of \$7,000.

### LOUISIANA

Arcadia—The Arcadia Ice Cream Factory of which Lawrence Daniel is manager, has begun production. The daily capacity is 500 gallons.

### MAINE

Otisfield—Edwin Davis is building an ice cream parlor at Spur's corner.

### MARYLAND

Baltimore—Sherry, Inc., recently incorporated with a capital of \$100,000, has secured a local factory for the manufacture of candy. The new factory will be equipped to give employment to about 400 operatives. Robert E. Sherry and Charles G. Guth head the company.

Henry Hofferbert has filed plans for the erection of a two-story ice cream manufacturing plant, to cost about \$60,000. The Crane Ice Cream & Candy Company of Philadelphia, Pa., is perfecting plans for the establishment of an ice cream manufacturing plant here.

The Downing Stores Inc. have been incorporated with a capital of 300 shares of stock, no par value, to operate a confectionery store. Incorporators: Walter C. Brown, Chester T. Gardner and William P. Lewis Jr.  
The American Sugar Products Corporation has been incorporated with a capital of \$100,000 to manufacture confectionery. Incorporators: John Stengel, Jr., Charles E. Feibe and Leo I. Driscoll.

The Maryland Chocolate Company has been incorporated with a capital of \$18,000 to manufacture confectionery. Incorporators: Morris A. Mechanic, Harry I. Katz and Louis Naron.  
Charles Pracht & Company has been incorporated with a capital of \$94,000 to manufacture candy. Incorporators: A. Maurice, E. Rowland Dawson and Frank Campbell.

The Wandell Chocolate Company has filed notice of increase in capital to \$250,000.  
The Horn Ice Cream Company has filed plans for the erection of a new plant to cost about \$37,000.

The Blue Ribbon Candy Company has acquired a five-story factory.

### MASSACHUSETTS

Beverly Farms—The Puritan Ice Cream Company has opened a third store at 719 Hale street, for the sale of the company's well known ice cream and candies.  
Boston—The Kent Company has been incorporated with a capital of \$25,000 to manufacture candy. Beni, P. Kimball, president and T. Irving Kent, treasurer.  
The Alstone Confectionery Company has been incorporated with a capital of \$100,000 to manufacture candy. Incorporators: Albert M. and K. V. Stone.  
Cambridge—J. B. Johnson has opened a new and modern ice cream plant.

Hanson—Clifford Damon recently opened an ice cream parlor at a new house near the South Hannon railroad station.  
Springfield—F. G. Jensen & Sons, Inc., have been incorporated with a capital of \$100,000 to manufacture ice cream and confectionery. Franz G. Jensen, president and Harold H. Jensen, treasurer.  
Taft Brothers, milk and ice cream, have been incorporated with a capital of \$130,000. Incorporators: G. G. Taft, F. D. Taft, H. J. Taft, and J. C. Taft, all of this city.

### MICHIGAN

Detroit—Simmons Confectionery has been incorporated with a capital of \$5,000.  
Easton Rapids—Charos & Smith have bought out George Akas, confectionery.  
Kalamazoo—C. W. Siple Company has been organized to do a confectionery jobbing business.  
Muskegon—The A. R. Walker Candy Corp. has been incorporated to manufacture confectionery. Incorporators: A. R. Harriet and M. Walker.

### MINNESOTA

Aitkin—The Olympia Candy Store has been bought by Nick Callway—Edna Clark and Elizabeth Spike opened a confectionery business here.  
Cold Springs—Mrs. Jos. M. Eltrich opened a confectionery and soda business here.  
Lakeland—Oscar Wulff, confectionery and soft drinks, sold out to E. M. Radke and Albert Ackerman.  
Lindstrom—Fred Tottenham, confectioner, has sold out to J. C. Wely.  
Minneapolis—The Lathrup Candy Company 1327 Washington Avenue North, sustained a fire loss of \$25,000.  
Stillwater—William Cusson has opened a confectionery business. St. Peter—The Wagner Confectionery business has been bought by Stout & Haksanson.  
St. Paul—P. J. Curran opened his new confectionery store at 6th and Wabasha streets.

## NEBRASKA

Geneva—F. W. Carlson has sold his confectionery business to Joe Bradley and A. Tice.  
 Indianapolis—V. Stothard has sold his confectionery business to E. A. Lee.

## NEW JERSEY

East Orange—Erkander Brothers, Inc., has filed notice of organization to deal in candy. Paul Erkander heads the company.  
 Flemington—D. & H. Confectionery Company has been incorporated with a capital of \$50,000 to manufacture candy. Incorporators: T. Walter Hamann, Charles N. Darlington and A. M. Wick.  
 Newark—The Hill Candy Company has filed notice of organization to manufacture confectionery. M. Roselle heads the company.

The Taylor Candy Company has leased the three story and basement factory on Morris Avenue, formerly occupied by the Naxon Chemical Products Co. The present factory will be removed to this location.

The Southern Nut Products Co. has filed notice of organization to deal in confectionery. George Zazzali heads the company.

The Puritan Confectionery Company has filed notice of organization to manufacture candy. George Sideris is head.

The March Candy Company has filed notice of organization to deal in confectionery. Louis Okun heads the company.

New Brunswick—The Dorr Candy Co., Mfg., confectionery, ice cream, etc., has been incorporated with a capital of \$125,000.

Plainfield—The Central Confectionery Co., Inc., has been incorporated with a capital of \$25,000, by Nicholas Lamson, Costos Thanes, Constantine Ladas.

## NEW YORK

Brooklyn—The Perfection Candy Company has been incorporated with a capital of \$250,000 by E. Bendheim, W. Cohen and C. S. Diamond.

Greenpoint Extract Company, fruit juices, etc., has been incorporated with a capital of \$10,000 by I. Steiger, H. I. and J. F. Nagle.

Buffalo—The Buffalo Bon Bon Company has been reorganized to carry on business with \$50,000, 1,000 shares common stock, \$10 par value.

The Parkside Candy Company has been incorporated with a capital of \$50,000 by G. Kaiser, and L. J. Trapp.

Gustav Wilhelm has made an application to the City Council for permission to build a two story factory for the manufacture of candy.

Fredonia—The Colonial Vineyard Co., grape products, has been incorporated with a capital of \$10,000 by H. O. Lanza, and T. Hersperger.

New York City—The Sucoco Company has filed notice of dissolution.

George C. Stover, candy and confectionery, filed schedules in bankruptcy listing liabilities of \$14,600 and assets of \$10,177, main items of which is machinery and fixtures. Principal creditors are Jaburg Bros. \$2,400, Package Machinery Co. \$2,400 and Weinstein Bros. \$1,250.

The Martee Company, soda water makers has been incorporated with a capital of \$100,000 by S. J. Bernfield, J. Lederer, and B. Weinberg.

Perfection Candy has filed notice of dissolution.

Zenith Services, foods and beverages, have been incorporated with a capital of \$5,000 by S. Fray, I. F. Arrindell and J. V. Willis.

Kalman Lazar, manufacturer of confectionery, has leased ground floor property at 124 East 14th st. for a new establishment.

The Lexington Candy Co. has taken a 10-year lease of the store at 1163 3rd avenue for a new establishment.

Oswego—The Oswego Candy Works has been incorporated with a capital of \$60,000 by D. D. and J. M. Long.

Long's Chocolate Works has filed notice of dissolution.

Potdam—The Lotus Candy Co. has been incorporated with a capital of \$50,000 by L. and H. D. Laguna.

Schenectady—The Mount Pleasant Confectionery Co., has been incorporated with a capital of \$10,000, by I. Lewis, A. Sussman, A. Levy.

Watertown—The George W. Adams Co., Inc., has filed a petition in bankruptcy with liabilities stated at \$83,546.

## NORTH CAROLINA

Elizabeth City—F. A. Wineke is arranging for the establishment of a local plant for the manufacture of ice cream. The machinery installation will cost about \$25,000.

## OHIO

Cincinnati—The Gordon Chocolate Co. has filed notice of decrease in capital from \$60,000 to \$78,375.

Cleveland—The William Barker Candy Company has been incorporated with a capital of \$100,000 by Paul D. Bairas, Wm. Berker, M. Kubik and R. M. McConnell.

The Fifth City Candy Co. has been incorporated with a capital of \$5,000 by Ike Finesilver, Adolph Finesilver, Harry Lorber, and Herman Robman.

Dayton—The Gem Confectionery Co., has been incorporated with a capital of \$5,000 by Ray S. Busic, Lucene Busic, G. L. Sutton and E. E. Kimler.

## PENNSYLVANIA

Florin—The Nisley Swiss Chocolate Company has commenced operations at its new local plant, designed for an annual production valued at \$2,000,000.

Hazleton—Stephen Swisko, who served as ice cream maker for Charles Mkt has taken over the W. H. Fairchild plant.

Indiana—D. C. Myers is planning the erection of a two-story factory for the manufacture of ice cream, to cost about \$15,000.

Philadelphia—H. O. Wilbur, who served as manufacturer of confectionery, have arranged for a bond issue of \$15,000.

Pittsburgh—The Jewel Candy Company has filed notice of dissolution.

The Central Confectionery Co., has been incorporated with a capital of \$50,000 to manufacture candy. Carmelo Sanfilippo, treasurer.

## TEXAS

Fort Worth—The Perfection Ice Cream Company has been incorporated with a capital of \$50,000 to manufacture ice cream.

Incorporators: E. J. Roberts, J. S. Burrows and W. A. Atherton.

Houston—K. H. Fonville, Hardy street, is planning the establishment of a factory to manufacture ice cream.

## VIRGINIA

Appalachia—The Appalachia Ice Cream Company has been incorporated with a capital of \$50,000 to manufacture and deal in ice cream and soft drinks. Incorporators: R. E. Sapor, president, Big Stone Gap, S. A. McCluen, secretary, Norton.

## WASHINGTON

Spokane—The Fish Candy Co., has been forced by added business to secure larger quarters and has removed its factory from W225 Riverside to N1202-4-6 Monroe street.

## WISCONSIN

Alma—John Schroeder has sold his confectionery business to August Wink.

Berlin—A. Mr. Wussow opened a confectionery business here recently.

Clintonville—H. E. Heartle has sold his ice cream establishment to W. L. Hart.

Elkhorn—P. H. Garvin, bought a confectionery and soft drink business here.

Grant—H. F. Schoengarth will open a confectionery and ice cream business here.

Hurley—A. Dediana disposed of his confectionery stock and building and has retired from business.

Janeville—O. H. Rossebo, confectionery, soft drinks, ice cream, etc., has sold out to Charles Adams.

The Shurtleff Company, ice cream manufacturers, has been bought by Charles Touton.

Marquette—Valentine Bach has opened a confectionery business here.

Milwaukee—The Puritan Candy Company has been incorporated with a capital of from \$40,000 to \$100,000.

The American Cone Co. has been incorporated with a capital of \$2,000 by Horace B. Walsley, Margaret Schmitt, Wm. A. Schroeder.

## CANADA

Montreal—The Cartier Confectionery has been registered.

The Rose Land Sweets Candy Company has been registered.

The Laval Confectionery has been registered.

The Verdun Confectionery has been registered.

The Delight Confectionery has been registered.

James Pascal has been incorporated with a capital of \$100,000 to manufacture and deal in confectionery, by Arnold Walwright, Aubrey H. Elder and others.

A. Briard, confectioner, has been registered.

Henry Dufresne, confectioner, recently sustained a fire loss. M. Bershaw & Company, biscuits, confectionery, etc., has been registered.

The Purity Soda Water Company has been registered.

Toronto—Horace Crowhurst has sold his confectionery business to W. B. Knapville.

Adelle Home Made Candy has been registered.

Thomas Michael, confectioner, has sold his branch store at 2275 Queen street East, to Mrs. Gordon Harriman.

Mrs. F. B. Daniels, confectioner, has discontinued business.

George Allen has sold his confectionery business to R. F. Palmer.

S. H. Mitchell, confectioner, is succeeded by R. Massey.

## BOOKLET DISCUSSES PASTEURIZATION

A little book of fifty-two pages, entitled "Heaters, Holders and Coolers—Milk Pasteurization," contains a wealth of information on points of interest to everyone concerned with the handling of milk. It begins with a discussion of the true meaning of the term pasteurization which is of special importance in view of the increasing strictness of health officials. Dr. North's pasteurization chart is reproduced and a full explanation given, which makes clear the reasons for the various operations and the necessity for quick heating, accurate holding and rapid cooling.

Following this come descriptions of the pasteurizing equipment used in some of the largest milk handling plants in the world, with numerous well executed illustrations showing the types of apparatus in use.

The various systems of pasteurization, flow-type pasteurization, batch pasteurization and the positive holding system, are adequately discussed and the technicalities clearly explained down to the last detail by those whose familiarity with the subject comes from years of experience.

Anyone who desires may obtain a copy by writing to the nearest office of the Davis-Watkins Dairymen's Manufacturing Company.

## Patents and Trade Marks

### PATENTS

#### Granted May 24, 1921

- 1,379,470—Eudo Monti, Turin, Italy. Art of concentrating grape juice.  
 57,888—(Design)—John K. Martinka and Eliza K. Martinka, assignor of one-third to Martin Tomecek, New York, N. Y. Egg tester.

#### Granted May 31, 1921

- 1,379,494—Henry D. Pownall, Canton, Ohio. Ice machine compressor.  
 1,379,497—Andre Boivin, Paris, France. Machine for manufacturing sugar loaves molded by compression.  
 1,380,020—Frank A. White, Cleveland, Ohio. Apparatus for dispensing congealed foods and desserts.  
 1,380,130—John J. Wempey, Denver, Colo., assignor to The L. Grauman Fixture Co., Soda fountain.  
 1,380,149—Charles Kappel, Chicago, Ill. Ice can.  
 58,911—(Design)—William F. Beatty, Cincinnati, Ohio. Soda fountain and ice-cream dispensing apparatus.

#### Granted June 7, 1921

- 1,380,757—William S. Van Sant, assignor of one-third to Everett N. McCutcheon and one-third to Elijah M. Hiatt, Oakland, Calif. Ice scraper.  
 1,380,815—Sigmund Luft, Maywood, Ill. Dry soup product.  
 1,380,913—Albert T. Light, New York, N. Y. Ice cream freezer.  
 1,380,933—Arthur D. Smith, assignor to Frank H. Czieslik, Brooklyn, N. Y. Method of ice making.  
 1,380,967—Aage Jensen, Portland, Ore., assignor to Jensen Creamery Machinery Co., Inc. Liquid heater or cooling apparatus.  
 1,381,056—Richard M. Blakely, Dayton, Ohio. Domestic refrigerating apparatus.  
 1,381,064—Marie Dixon, Neutral Bay, near Sydney, New South Wales, Australia. Self-cooling safe for vinda.  
 1,381,083—George J. Corporan, Amesbury, Mass. Method and apparatus for blanching peas.  
 58,110—(Design)—George D. Sailer, assignor to McKee Glass Co., Jeannette, Pa. Liquid dispenser.

#### Granted June 14, 1921

- 1,381,278—Roland J. Canton, Lynn, Mass. Bottle capping and wire removing machine.  
 1,381,341—David O. Royster, St. Louis, Mo. Beverage shipping and dispensing receptacle.  
 1,381,347—William F. Schumacher, San Francisco, Calif. Processing machine for fruits and vegetables.  
 1,381,442—Emery Thompson, New Rochelle, N. Y. Ice cream freezer.  
 1,381,536—George J. Bohman, assignor to American Water Supply Co., Boston, Mass. Paper cup holder.  
 1,381,537—Same as preceding. Paper drinking cup.  
 1,381,557—James A. Holcombe, San Francisco, Calif. Cream sampler.  
 1,381,613—Sam Airc, Chicago, Ill., assignor of three-fourths to Abraham Y. Amer, Chicago, and Joseph Yonan and Jeremiah N. Baboo, Gary, Ind. Grape juice syrup and process of treating the same.  
 1,381,619—David F. Curtin, Chicago, Ill. Sanitary cup.  
 1,381,622—John K. E. Diefenderfer, Baltimore, Md. Bottle capping tool.  
 1,381,694—George A. Bauman, assignor to National Equipment Co., Springfield, Mass. Process for the maturing of chocolate and the like.  
 1,381,821—Joseph Greenberg, Philadelphia, Pa. Dry coffee compound.  
 1,381,822—Joseph Greenberg, Philadelphia, Pa. Prepared dry coffee substitute compound.  
 1,381,833—Bruno A. Hoebl, Wheeling, W. Va. Preserved malt preparation.

### TRADE-MARKS

#### Published June 7, 1921

- 138,859—Josephine Chocolate, Ltd., London, England. Design. "Chocolat Josephine." Chocolates.  
 138,663—Reginald D. Bradshaw, Payette, Idaho. Design. "Clover Leaf." Comb and extracted honey.  
 141,091—Aeme Supply Co., Los Angeles, Calif. "Mel-o-malt." Malted barley syrup used in the preparation of malted milk, etc.  
 141,698—The Marmite Food Extract Co., Ltd., London, England. "Marmite." A concentrated culinary preparation, being a vegetable extract prepared from the yeast cell.  
 141,562—Chr. Hansen's Laboratory, Inc., Little Falls, N. Y. Design. Food colors for desserts, ice cream, cakes, etc.  
 141,633—T. W. W. Forrest, Oakland, Calif. "Zincolor." Vaporized grape.  
 142,111—Raul M. Tait, Denver, Colo. Design. "Captain Kidd's Chocolate Chest." Candies.  
 142,166—Plummer & Edwins, Seattle, Wash. Design. "Bison." Fresh deciduous fruits.  
 142,197—Merrill S. Copeland, Oelwein, Iowa. Design. "Rainbow." Chewing gum.  
 142,300—Short, Phillips & Healy, Inc., Seattle, Wash. Design. "Peanut butter."  
 143,070—Van Dyk and Reeves, Brooklyn, N. Y. "Minaret." Dates.  
 143,224—W. V. & L. M. Steere, Boston, Mass. "Morrisena Kitchen Made." Fudge.

- 143,456—The Rood Candy Co., Pueblo, Colo. "San Isabel." Candy, peanut butter, and marshmallow sundae.

#### Published June 13, 1921

- 119,215—Benjamin Schriro, New York, N. Y. Design. Non-alcoholic and non-cereal, maltless beverages, sold as soft drinks.  
 125,884—Gray-Jurgens Co., Cincinnati, Ohio. "Zem-Zem." Non-alcoholic, non-intoxicating, maltless, non-cereal beverage sold as soft drink and syrup for making same.  
 131,263—Cesar Ghigliino, New York, N. Y. Design. "Frustador Products." Concentrated fruit syrup base; soft drinks, etc.  
 135,945—The Shoot Chocolate Company. "Ruffend." Chocolates.  
 136,904—Chatham Bottling Co., Savannah, Ga. "Try-me." Non-alcoholic, maltless beverages sold as soft drinks.  
 137,896—Schlich Spring Brewing Co., St. Charles, Mo. Design. Root beer.  
 139,006—Gibson Commercial Co., Salt Lake City, Utah. Design. "Kavano." Flavoring vanilla.  
 140,767—Amboy Products Co., Chicago, Ill. "Cel-o-mint." Chewing gum.  
 141,538—Chemical Works Flora, Dubendorf, Switzerland. Design. "Produits Esbro." Essence, fruit oils and syrup for beverages of less than one-half of one per cent alcohol, aerated water, etc.  
 142,322—Van Blatz Brewing Co., Milwaukee, Wis. "Private stock." Non-alcoholic near beer, beer and near beer containing less than one-half of one per cent of alcohol, malt tonic, malt syrup, etc.  
 144,745—Schrumm-Schrumm Co., Chicago, Ill. "Krambamboli." Material for manufacturing home brew, comprising principally hops, malt, flavoring, and gelatin.

#### Published June 18, 1921

- 143,566—State of New York, Saratoga Springs, N. Y. Design. Natural mineral water.  
 143,567—State of New York, Saratoga Springs. Design. "Geyser." Natural mineral water.  
 143,568—State of New York, Saratoga Springs, N. Y. Design. "Cocoa." Natural mineral water.  
 144,029—J. G. McDonald, Chocolate Co., Salt Lake City, Utah. "McDonald." Candies, chocolates and fruit confections.  
 144,318—Richard Frank, New York, N. Y. "Velvan." Vanilla extract.  
 144,602—Helen Bowen, East Orange, N. J. Design. Salted peanuts.

#### Published June 24, 1921

- 122,083—Pio Cabanas Font, Barcelona, Spain. Design. Natural mineral water.  
 131,264—Haastings & Co., assignors to Haastings Cocoa Products Corp., New York. Design. Specially prepared chocolate in powdered form mixed with sugar and dried cream or milk to enable it to be stirred in hot water to make a drink.  
 134,832—The John Mueller Licorice Co., Cincinnati, Ohio. "Famous." Licorice confections.  
 138,699—S. F. Zaloum & Co., New York, N. Y. Design. "Arab." Salted pistachio nuts.  
 141,119—Dilling & Co., Indianapolis. "Katy-Did." Candy kisses.  
 143,136—Chocolate Yeast Co., Inc., New York, N. Y. Design. Chocolate candy containing yeast.  
 143,437—Hoeffer's Centennial Chocolates, Inc., Buffalo, N. Y. Design. Chocolates.  
 143,484—Corn Products Refining Co., New York, N. Y. "Vitalose." Sugar.  
 144,363—Wm. Wrigley, Jr., Co., Chicago, Ill. "P.Ka." Sugar coated chewing gum.  
 144,457—The India Co., Newark, N. J. "Indian Delight." Chewing gum.  
 144,528—John Hariotopol, Tampa, Fla. "Florida Beauties." Grape fruit paste.  
 144,581—Samuel K. Mercer, Seattle, Wash. Design. "Bumble Bee." Popcorn and nut confectionery.  
 144,896—Corn Products Refining Co., New York, N. Y. "Exose." Corn sugar.

## DAVIS-WATKINS CO. CUTS SELLING COSTS

Realizing that the present must be an era of low manufacturing and selling costs if business is to be done on a basis satisfactory to both buyer and seller, the Davis-Watkins Dairymen's Manufacturing Company has adopted an important economy in their catalog costs. Instead of issuing a large and complete catalog covering all their lines, as in the past, they have divided this into ten sections, each complete in itself and including all items in a certain line. Thus the man interested in ice cream freezers gets the section in which he is interested and does not receive a bulky volume, most of which is entirely outside his field of interest. Since all selling costs must necessarily be paid by the buyer the saving attained in this way will redound to the benefit of their customers.

# THE SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK

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VOL. XX

NEW YORK AUGUST 1921

No. 8



True Fruit Quality  
is as soothing to the  
appetite as recreation  
is to the  
nerves

**J. Hungerford Smith Co.**  
ROCHESTER NEW YORK



# POLAR CYCLONE COOLER

*Read  
George T.  
Geiger's  
Letter  
printed  
below:*



*Send  
for  
our  
new  
fountain  
catalog*

1874

**T**he construction of the GREEN Cyclone Cooler was devised by Robert M. Green forty-eight years ago. Nothing in carbonated beverage refrigerators has since outclassed or nearly measured with it. The recarbonating feature of this remarkable battery of coolers is but one of its several points of supremacy.

1921

**COLD SODA WATER  
CAN ALWAYS BE DRAWN FROM A  
GREEN FOUNTAIN**

"Robt. M. Green & Sons,  
Philadelphia, Pa.

Washington, D. C.  
June 15, 1921.

My soda fountain has had 16 or 17 years hard service. The longer I use  
the GREEN the better I like it."

GEO. T. GEIGER."

**ROBERT M. GREEN & SONS**

**Broad and Vine Streets**

**PHILADELPHIA**

**PENNSYLVANIA**



# THE SODA FOUNTAIN

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VOL. XX

NEW YORK, AUGUST, 1921

No. 8

## PROTECT YOUR OWN TRADE

Elsewhere in this issue of THE SODA FOUNTAIN is printed a summary of reports obtained by this journal from all parts of the country, respecting the prices of ice cream soda and other fountain beverages.

The question of soda fountain prices is largely a local one and must be met in each locality as the circumstances indicate. However, even a cursory reading of these reports can bring but one conclusion, namely: That the dispenser is faced with an ever-growing public demand for lower prices. This is a fact which he must meet squarely; which cannot be dodged.

The only way to meet this demand is to reduce prices. Prices must come down, not only in the soda trade, but in every branch of industry. War time prices can no longer prevail. The people will not tolerate them and a reduction must be made all along the line.

Reduce prices, therefore, is the advice that THE SODA FOUNTAIN gives to the trade, because the dispenser who does not reduce his prices does two things. First, he flies in the face of public opinion, which is fatal, and, second, the other fellow who does reduce gets his customers and he will not be able to get them back.

Take a loss, which will only be temporary, if it is necessary in order to meet the public demand for lower living costs. Take a loss now and make it up gradually later on. Satisfy the buying public, for in the end that is the course that will pay.

The successful merchant is the man who rightly interprets public opinion; the man, if you will, who anticipates the public demand; the man who for the present perhaps fails to realize the profits he desires, but who later reaps the larger reward.

## THOUGHTS FOR THE DISPENSER

Does it mean anything to you in the way of opportunity that you are connected with one of the greatest and fastest growing businesses in the country? Dispensers sometimes complain of their lot on the ground that there is no future in their line of work, that a salary of thirty-five or forty dollars is the most they can ever hope to get unless they are fortunate enough to be appointed manager of an important fountain.

Is there any law or regulation which compels a dispenser to be always a dispenser? Is there any reason why he should not consider that he has the same opportunities to rise in the business as are accorded a clerk or book-keeper or salesman or machinist? As a matter of fact his opportunities for success are vastly greater than those of men in

many other lines of work where the field is more over-crowded and the competition keener.

There are openings for ambitious and able young men in all lines of business and at all times but the chances to rise rapidly are vastly multiplied in an expanding business where push and initiative can find full scope and there are fewer settled rules of trade procedure and individual procedure to act as obstacles. In the last five years hundreds and perhaps thousands of dispensers have graduated out of the dispenser class and obtained positions as managers or opened establishments of their own. It has been easy to do this because the rapid expansion of the industry is continually creating a demand for men to fill higher positions, for men who had proved that they were able, ambitious and well-trained.

## LONDON FOUNTAIN FLOURISHES

We have long been accustomed to think of the soda fountain as a characteristically American institution and have been inclined to believe that even if some fountains in other countries succeeded in eking out a precarious existence they were but poor imitations of the real thing. To what extent this self-sufficient complacency is justified is indicated by a letter just received by THE SODA FOUNTAIN from Selfridge's, the great London department store. In addition to renewing their subscription they quoted a few facts about their fountain business which they suggested might be of interest to us.

They were right. We are very much interested. Who of our readers will not be interested to hear of a twelve foot London fountain with a table seating capacity of seventy-five doing a business of a thousand dollars daily in a ten hours business day! Roof garden and basement fountains and the luncheonette department bring the daily total up to \$3,500. Selfridge's believe that they have the biggest soda fountain and ice cream department business in the world. How many of our American establishments are in a position to dispute the assertion in view of the figures quoted?

Elsewhere in this issue will be found a more complete story of this fountain. Evidently the ice cream soda has caught on in London better than the American cocktail ever did.

## WE DIDN'T KNOW IT WAS THAT BAD

"The family altar has vanished. Fathers no longer assemble their families in the parlor and read the Bible. Instead the boys and girls bolt their food, then dash madly to some dance, some vile moving picture. Later they hop into an ice cream palace, a cabaret, or a midnight frolic, and then they slink home, mind and body tortured by

poisonous lusts, and after a few hours troubled sleep, rise to seek new diversions—new poisons.”

No. These are not our sentiments. That is merely the way Dr. John Roach Straton, of Calvary Baptist Church, New York, has of maintaining his standing as a champion of reform.

We do not pretend to speak for Dr. Straton. We do not know what his mental and physical reaction to a sundae may be, but we will say that ice cream never affected us that way.

But then we never claimed to be a reformer.

When the revenue officials call for tax data why not include a bill for services rendered and expenses incurred in collecting the tax? Wonder how much the Government would owe fountain proprietors and druggists at those terms.

Philadelphia has a cigar store which gets a large proportion of its revenue from a soda fountain. No matter what the surroundings the soda fountain seems to be a profit maker.

### *The Editor's Correspondence*

#### FOUNTAIN MANAGER DISCUSSES COCA-COLA

July 25, 1921, Paducah, Ky.

Editor, THE SODA FOUNTAIN:

I wish to compliment you on the July issue of THE SODA FOUNTAIN.

It is full up to the brim with good reading for the owner and operator of a soda fountain. I was especially interested in the article on the clamor for lower prices in the East and I will say that they are doing the same thing in Kentucky.

Coca-Cola is the most popular fountain drink throughout Kentucky and the South. I am giving you facts on the costs of dispensing this drink as I figure and see them.

The selling price of a drink of coca-cola here ranges from five to ten cents. Some sell for six, some seven and some eight cents, tax included, but the majority of fountains continue the ten cent charge and absorb the tax. I will also say that the five and six cent prices are for a six ounce glass, while the ten cent charge is for an eight ounce glass.

The cause of the price variations is to be found in the fact that some of the operators will allow themselves to be guided by public clamor rather than figure out the actual cost. Others have the foolish idea that cutting prices will pull patrons away from their competitors.

Since the soda fountain of today is being operated on a higher plane than in the past and must return net profits from its operation instead of merely being a drawing card for the store, I take pleasure in submitting my figures that they may be of some benefit to those who have neglected to figure things out for themselves.

Looking forward to some more good numbers of THE SODA FOUNTAIN and wishing it continued helpfulness, I am,

Respectfully,

H. M. DE GRAFFEUREID,

Manager of Soda Fountain:

J. A. Rudy & Sons Dept. Store, Paducah, Ky.

[Editor's Note:—The figures on the cost of coca-cola dispensing to which Mr. De Graffeuroid refers will be found in the article on fountain prices in another part of this issue.]

The practice followed by many dealers of keeping their tax for ice cream and soda in a dish, cup, or cigar box, is contrary to regulations permitting a receptacle to deposit taxes in. The receptacle must be arranged with compartments suitable for holding the different amounts collected. Unless you keep proper records you are subject to the penalties of the law.

Congress is going to revise taxes—when it is impossible to put off the task any longer. But that does not offer much hope; they are too expert in putting things off.

Some customers want to find fault but your obligations to patrons do not require you to make it easy for them to find something to complain about.

“Do it to-day,” is an excellent motto, but the chap who can say “I did it yesterday,” has a better one.—*Business*.

#### LOW PRICES MEAN POOR SERVICE

New York, July 10, 1921.

Editor, THE SODA FOUNTAIN,

Dear Sir:—

There is another side to the question of lower prices on ice cream which so many of the daily papers are now advocating.

For a number of years the soda fountain industry has been working along in an unassuming way with a moderate volume of business, low expenses and in most cases a small volume of sales. Prohibition has forced this business to the front where it must stand on its own legs and be self-supporting, paying its full share of the dealer's rent and other overhead expenses, as well as the wear and tear on equipment, which every one knows has to be replaced every few years.

When you consider these facts, no soda man can afford to reduce his prices to that point where he is obliged to sacrifice quality in the materials he serves or reduce the wages of his help to a point where they cannot exist properly. In the past, soda dispensers have never been paid what they should have received, and only recently have they been paid enough to maintain themselves on an equal standing with others employed in honest and respectable vocations.

I would like to ask some of these advocates of the ten cent ice cream sodas how anyone with present overhead expenses, with high grade fruits and syrups, full strength ice cream, pure carbonic gas, modern equipment, high rents and good dispensers can possibly sell an ice cream soda at this price. If you take your pencil and figure out all of these costs, particularly here in New York City, I am sure that you will find that fifteen cents is a low price if you expect to allow the dealer anything like a reasonable profit.

Serving ice cream soda at ten cents here in New York means dirty fountains, cheap material and low class help, which certainly would not be for the best interests of the public or for the soda fountain industry.

Very truly yours,

GEORGE M. WARD, Sales Manager  
Braunstein Bros. Soda Fountain Co.

# Ice Cream Soda Prices Cut

*Public Demand for Lower Costs Has Spread All Over Country and Must Be Met but Not at Expense of Quantity or Quality of Material*

THE outcry regarding fountain prices has been almost universal during the last two months. Starting in the East, it rapidly spread all over the country, attracting particular attention in New York, Boston, Columbus, Chicago, Denver and numerous other cities. As a result of this agitation there has been a general reduction of prices. The tendency has been in all localities to meet the popular demand, insofar as this is possible, and it is an open question whether the reductions have not been carried too far in many instances.

The great aim of the agitators has been a ten cent ice cream soda and in most places this has been attained. From city after city comes the report that the ten cent soda is again being offered by the majority of fountains, other dishes being presumably reduced in proportion.

Not all fountain men have yielded to the popular hysteria and, while they have reduced prices, they have been careful to adopt a new price level which is in accordance with material costs and other expenses. In Baltimore, the Retail Druggists Association has adopted an eminently reasonable scale of prices which represents a considerable reduction but not one which will force them to give smaller servings or use cheaper ingredients. The new prices are,—plain soda, 10 cents; ice cream soda, 15 cents; sundaes with plain syrup, 15 cents; sundaes with crushed fruit or nuts, 20 cents, including the tax.

## Underestimate Overhead

Now as to a reasonable basis for prices, it is impossible that satisfactory quality be maintained if prices are reduced unreasonably. Many figures have been published, some of them by men conversant with the business, showing that the profits at the usual level of prices are three or four hundred per cent. This is true as far as it goes, but figures can lie, or at least misrepresent facts. The statistics given to show that ice cream sodas can be sold profitably at ten cents, in nearly all cases, fail to take into account anything except material costs.

As a matter of fact the material cost of a good ice cream soda is four to six cents. The usual mistake is not to figure in the overhead, or, if it is included, to underestimate it. Even many experienced men are inclined to minimize the importance of this in calculating their selling prices.

Overhead in a soda fountain is enormous in proportion to the business done. In the first place, rent usually is exceptionally high, for a soda fountain must have a good location which means a location in the high rent district. Labor is a big item too and it is poor economy to attempt to get along on cheap help. Waste, losses and poor service more than balance any saving in the weekly payroll.

Besides rent and labor, we have to consider breakage, waste, light, heat, insurance, taxes and miscellaneous items. It is difficult to generalize, but information available from several successful fountains indicates that the total overhead in a good month of Summer business is just about equal to material costs. Figured on the full year, it is even higher on account of the falling off of trade in certain months without a corresponding reduction in expenses, most of which are stationary the year round, or practically so.

It would really be safer to estimate the total overhead on the yearly basis, as at least equal to 150 per cent of the material costs.

Let us see what this would mean on an ice cream soda.

If we assume a material cost of four and one-half cents, which is low rather than high, the cost figures out as four and one-half cents plus an overhead item of six and three-quarters cents, or a total of eleven and a quarter. Selling at fifteen cents this would bring in only three and three-quarters cents, surely not an unreasonable profit.

Similar figures might be quoted on other fountain products but it is unnecessary to go into detail on the others. Investigation will disclose that costs nearly always are underestimated and that there is grave danger involved in cutting prices without a thorough investigation of costs of production.

## Manufacturers' Figures

There have been many interesting calculations made on ice cream and soda costs. The following sent by the Confectioners' and Ice Cream Manufacturers' Protective Association of New York to its members, is typical and valuable to all interested in the subject, the only criticism lying in the fact that it errs somewhat in its underestimation of the item of overhead:

Confectioners' and Ice Cream Manufacturers Protective Association of the State of New York

The cost of ice cream per quart as figured by the committee appointed at the meeting held July 8th, 1921.

The prices of dairy products are Borden's prices to date.

4 quarts cream (40%) at 74c.....	\$2.96
4 quarts condensed milk at 35c.....	1.40
12 quarts milk at 8½c.....	1.02
6 oz. gelatine at 60c per lb.....	.23
2 oz. vanilla extract at \$10 per gallon.....	.16
7 lbs. sugar at 6c.....	.42

Total cost of ingredients .....\$6.19

Rock Salt (from time of making to time of sale) .25

Ice at 35c per 100 lbs. ....1.50

Power ..... .15

Wear and tear of machinery and belts..... .15

Labor at \$40 per week.....1.04

\$9.28

\$9.28 is the cost per forty quart-freezer NOT including rent, light, insurance, taxes and selling expenses. As this forty-quart freezer will yield only twenty-eight quarts when sold it brings the cost per quart to 33 cents. Since you must add ten cents per quart for rent, light, and selling expenses, it brings the total cost to forty-three cents per quart.

The Cost of Ice Cream Sodas as Figured by the Same Committee.

It has been proven by actual test that only 16 No. 24 clippers can be dishied out of one quart of ice cream.

It follows that, the cost of ice cream per quart being 33 cents per quart;

Each clipper must cost.....	2 cents
Flavor .....	1½ cents
Soda .....	½ cent
Labor .....	2 cents
Rent, light, heat, insurance, taxes, breakage .....	3 cents
Total cost of producing one ice cream soda .....	9 cents

For your information we must add an interesting fact, which no doubt will interest every man in our trade.

As an experiment three forty-quart freezers of ice cream were made up: Vanilla, Strawberry and Chocolate. All of this ice cream was put into one gallon brick forms in a soft state. Only twenty-five forms could be filled, showing a shrinkage of five gallons which proves the fact that bricks made up from fresh made soft ice cream do not yield quart for quart as was supposed heretofore.

If anything in this figuring is not plain to you, apply to the committee for an explanation.

By no means all the interest is centered on ice cream sodas and sundaes although, in the North at least, almost all the public clamor has been directed against these two items.

### The South Heard From

H. M. De Graffeurid, fountain manager in J. A. Rudy & Sons' Department Store, Paducah, Ky., has been kind enough to give out for the benefit of the trade the following figures on coca-cola costs, as he calculates them. Here is what he has to say on the subject:

"Most of the up-to-date and successful fountains throughout the South sell about one fifty-gallon barrel of coca-cola a month and my figures below will show their results:

1 bbl. coca-cola costs 50 gals. @ \$2.00.....	\$100.00
1 drum 20-lb. gas.....	6.00
50 cakes 100 lb. ea. Ice, @ \$.60.....	30.00
Hygeia sippers @ \$1.60.....	12.30
5 doz. glasses broken monthly, @ \$1.25.....	6.25
Customers break 2 glasses per day.	
Salaries and rent (\$500.00 per month).....	125.00
( $\frac{1}{4}$ charged to coca-cola)	
Ice tax on each drink to Government.....	40.00
Shrinkage, 25 per cent.....	25.00
(Leaky bbls., dripping faucets, evaporating, over amounts to hurriedly made drinks, etc.)....	
	<hr/>
	\$345.05
50 gals., 80 drinks per gal., 4,000 drinks @ 10c..	400.00
Balance.....	\$54.95

"Where coca-cola is sold at ten cents no charge is made if the customer asks for the addition of a little lemon, or lime, to the drink. This item adds to the cost just the same. Now, Mr. Fountainman, unless your salaries and rent are lower than those used in these figures, it costs you \$345 to sell fifty gallons of coca-cola. How much should your patrons pay for it?"

The foregoing figures which Mr. De Graffeurid has furnished should be of interest to every fountain man. They seem to bear out fully our contentions regarding fountain prices in general. The tendency of the average fountain man is to look only at his material costs and forget the really more important items of overhead and other expenses.

Exact figures like these are decidedly enlightening and Mr. De Graffeurid, doubtless is justified in his intimation that too many fountain men fail to go to the bottom of things when they calculate costs.

### Danger in Too Low Prices

Soda fountain proprietors have been told so frequently that they are profiteers that they are almost coming to believe it themselves and in many localities have been yielding to the popular clamor rather than listening to the inner voice of common sense. This is all very well up to a certain point, but there is no advantage to be gained by doing business at a loss however much customers and reputation seeking public officials might like to force them to do it.

The gravest danger to individual owners and to the trade

in general is that the unmerited attack on fountain prices may have resulted in wide-spread and too far-reaching price cutting. If the cut has been carried too far, as it unquestionably has in many instances, the result will appear in greatly reduced profits and even losses. To avoid these, the natural tendency will be to reduce costs since it is always difficult, if not impossible, to restore a higher price scale once it has been abandoned. Now costs cannot be reduced appreciably except by lower rents, a factor which the proprietor does not control, lower wages, which he can control only to a limited extent and cheaper drinks and dishes.

This is where the danger lies. Many fountains will be practically forced to cut down on quality, a procedure fatal not only to themselves but to the rest of the trade. The quality of fountain specials has been constantly on the up-grade for several years and patrons have become accustomed to the best in materials and service. Smaller portions and inferior ingredients will be resented bitterly and effectively by the public. Despite the recent and still continuing agitation, it is a fact that the American people are entirely willing to pay a reasonable price for quality and service, but they will not tolerate inferiority in either line.

### New York Quality Higher

It was recently brought out at a meeting of New York retailers that the quality of sodas and other fountain products is higher than it was several years ago. The agitation for lower prices led a number of fountain owners to consent to a conference with market officials at which recommendations were discussed and an agreement reached.

Thirty independent fountain owners of Manhattan and Brooklyn attended a meeting on July 21 which was called by the Deputy Commissioner of Markets. The subject for discussion was the price of ice cream sodas and incidentally of other fountain dishes. After a considerable amount of discussion dealers agreed to meet the suggestions of the commissioner and institute an experimental cut to thirteen cents for ice cream sodas, this figure not to include the war tax. Ice cream is to be sold at ten cents also with the war tax to be added.

It was pointed out by the dealers that this price basis might not show them a profit and that in any case it is applicable only to those establishments where the service expense is at a minimum. The commissioner agreed that it was unreasonable to expect that these prices can prevail where there is table service, and the dealers will make extra charges in such cases. Practically all those attending the meeting had been previously selling at fifteen cents so the new basis means a cut of two cents.

One fact brought out at the meeting was that the ice cream sold today is of far better quality than that which went into the pre-war sodas and sundaes and that the consumer is really getting more for his money than a mere comparison of prices would indicate.

The one aim of the fountain trade today must be to make prices as low as is consistent with highest quality and first class service and no lower. Quality must be maintained, or even improved, if the fountain business is to hold the exalted place it has gained in the affections of the American people. The present agitation will blow over, for, while there may have been some flagrant instances of profiteering, in the main, prices have been reasonable when everything is taken into consideration.

The fountain which keeps its quality up to standard and prices reasonably in line with that quality, has nothing to fear from anyone. Quality, first, last and all the time, should be the motto.

# Baltimore Druggists Set Fair Prices

**R**EDUCTION of prices of soda water and sundaes to the extent of having the war tax absorbed in the present schedule and paid by the proprietors, is favored by a majority of the druggists in Baltimore according to R. E. Lee Williamson, president of the Baltimore Retail Druggists' Association, and probably by many of the dispensers outside of drug circles.

The reduction advocated by Mr. Williamson and those druggists whose views he may be said to reflect would place prices on the following basis: Plain soda, 10 cents; ice cream soda, 15 cents; ice cream sundaes with plain syrup, 15 cents; ice cream sundaes with crushed fruits or nuts, 20 cents—all these prices to include the war tax.

The schedule, if adopted, would mean a general reduction throughout the city, to the consumer of one or two cents on the most popular of the fountain products. Such a reduction, Mr. Williamson insists, is all the druggists can bear at this time. He maintains that he has learned through questionnaires sent to druggists and soda fountain proprietors throughout the city that this is their attitude.

A comparative schedule of all the ingredients that go into sundaes and sodas and of the overhead charges involved in their sale, prepared by Mr. Williamson, shows that while five of the ingredients or overhead costs involved in the compounding have decreased since 1919, eight have increased, and two have remained stationary. The compilation of Mr. Williamson shows that the cost of the following items must be considered in the preparation and serving of the soda fountain products: concentrated syrup, ice, sugar, cream, ice cream, gas, milk, glasses, paper straws, spoons, eggs, chocolate, paper cups, crushed fruit, salaries.

The decreases in costs from 1919 to 1921 are declared to include the following: sugar, reduced from \$9 per 100 pounds to \$5.50; gas, from \$13.50 for fifty pounds to \$9; eggs, from forty-five cents to thirty-four cents; chocolate, from twenty-three cents a pound to thirteen cents.

## OVERHEAD UNDERESTIMATED

**Fort Wayne Dealers Sell for Ten Cents and Claim Profit but Figures Show Low Allowance for Labor and Other Charges**

To the great joy of all youngsters in Fort Wayne, Indiana, a majority of fountains have dropped the price of ice cream sodas from fifteen cents to eleven cents. The first fountains to cut the price were those of the Meyer Brothers Company, owners and operators of four local drug stores. Following the cut by Meyer Brothers practically all the fountains in the city reduced their prices to eleven cents.

A few of the dealers contend that it is impossible to put out a soda at ten cents and still make a profit. But a statement made by one of the leading druggists seems to indicate that it is not only possible to sell as good a soda as ever for ten cents, eleven cents with the war tax, but that this price will also return a profit.

This dealer figures that the cost of a gallon of chocolate syrup is slightly over fifty cents. Here is the way he figures this cost:

1 pound powdered chocolate.....	\$.08½
6 pounds granulated sugar.....	¾
¼ ounce vanilla .....	.04
Table salt and heat.....	.03
<b>Total .....</b>	<b>\$.51½</b>

The increases, on the other hand, are scheduled thus: concentrated syrup, \$3.50 per gallon to \$4.25; crushed fruit, from \$3 for a half gallon to \$4; ice, from thirty-five cents per 100 pounds to forty cents; salaries, weekly average per person, from \$18 to \$25.

Of course, Mr. Williamson's presentation applies especially to the drug stores, which are maintained on a high level of cleanliness and excellence, and to the better classes of soda fountain, particularly those in the downtown section. There are quite a number of other stands, which have either felt the force of public disapproval of the maintenance of the high prices or have undertaken to anticipate protests by voluntarily reducing their prices irrespective of the war tax.

Something of a drive is now being made in Baltimore against the continuance of high prices for candies. The assertion is advanced that despite reductions within the last year of twenty-five to fifty per cent in the wholesale cost of candy, many retailers continue to maintain peak prices to their customers. An investigation is said to have shown that some of the retailers at least are realizing profits from one hundred to two hundred per cent or more. Candy purchased from manufacturers, it is stated, at 15 cents per pound is being retailed at thirty, forty and fifty cents, despite the reductions in wholesale prices as compared with a year ago of twenty-five per cent for the higher grades.

The president of one of the largest of the manufacturing concerns in the city is given as authority for the statement that wholesale prices have been coming down steadily and that jobbers in a number of cases have taken their losses in order to keep pace with the decline. "Not so much candy is being consumed as a year ago," the manufacturer declared, "and, while one reason is that people have less money for luxuries, it is also true that the public is balking against the high prices. Those retailers who have reduced prices are doing more business than those who hold out for large profits. Most factories are now working on from one half to two thirds time."

A gallon of simple syrup costing 51½ cents will furnish the syrup for 64 glasses of soda, allowing two ounces to the glass. The amount commonly used is but one and one-half ounces. The ice cream used in these 64 glasses costs 96 cents, allowing that the dealer gets 16 scoops to the quart by the use of number 24 scoop, the difference of eight scoops being due to the shrinkage in the ice cream. While labor costs and overhead are rather hard to estimate, a reputable local dealer has placed that charge at two cents a soda which seems unbelievably low.

Adding the various costs it is found that a chocolate soda costs local dealers in the neighborhood of four and a half cents which with overhead, breakage of glasses and so forth, still gives the dealer a good profit, it is contended.

Of course all is not as rosy as that for the local dispenser. When a customer orders a fruit flavor soda, about two cents is taken out of the dealer's profit provided the customer gets a concentrated fruit syrup and not the soluble extract of the fruit. In the latter case the dealer makes a still greater profit as a gallon of the standard soluble extract costs local dealers from \$8 to \$12 a gallon and makes about 128 gallons of the syrup used at the fountain. Concentrated fruit syrups used at the local fountains average about \$3.25 a gallon while the various crushed fruits figure about \$8 a gallon to the dealer.

A gallon of the concentrated fruit syrup makes four

gallons of the ordinary syrup by the addition of a simple sugar syrup but this in turn brings the cost of the soda up to about six and a half cents.

Naturally there are sodas and sodas but the figures given above are about the average for the majority of the local dealers.

The chances for a return of the five cent soda in Fort Wayne seem exceedingly remote at the present time and most dealers are of the opinion that ten cents is the bottom figure to which sodas will fall without a material reduction in the price of ice cream and other ingredients.

[Editors Note—We believe that the costs given in the foregoing story from our Fort Wayne correspondent are accurately computed but we do not see how it is possible to sell sodas costing  $4\frac{1}{2}$  to  $6\frac{1}{2}$  cents for 10 cents and show a profit if a reasonable overhead charge is added.]

## PHILADELPHIA SODA MEN EXPLAIN PRICES

**Quality More Important Than Cut Prices in View of Officials of George B. Evans Drug Company, Who Say Present Rates are Reasonable**

Ice cream sodas and sundaes cost 20 to 30 cents because the Quaker Maid is fastidious, say the fountain managers. She demands a neat good looking soda engineer at the throttle of the soda fountain she patronizes and in addition he must be an artist who can make an ice cream sundae look as artistic as a spring hat; all of the best quality and served in the best manner.

This is the explanation of charges for sodas and sundaes made by central city druggists here.

"The labor involved in handing you one ice cream soda over the soda fountain costs us 3 cents," said the manager of a high class fountain on Chestnut st.

"A ten cent price basis for sodas and sundaes would be detrimental to public health," said Ralph Morgan, an official of the George B. Evans Drug stores. "It would have to be made of inferior ingredients.

"Labor has not come down. Glass is ten per cent higher. The charge for ice is higher. Rents are higher than ever before. Lemons recently sold for \$14 a box or five cents each for good quality lemons. We serve real ice cream at our soda fountain. There is no skim milk or milk powder in it."

A trip through the soda dispensing plant of the Chestnut st. branch of the Evans company showed that every glass is washed in warm water, carefully dried and polished out of sight of the customer. There was none of the skimming of the glass through a basin of running cold water as the old beer mugs were washed.

Because the soda patron will never stand for her soda glasses being washed as were the old beer mugs there will never be a five cent glass of soda, say these central city druggists.

There never was a ten cent ice cream soda at any of the central city soda fountains, say their managers. The pre-war ice cream soda sold here for 15 cents. It now retails for 18 cents plus the 2 cents war tax. Sundaes in 1913 were 20 cents and now they are 23 cents plus 2 cents war tax—except the extra fancy trimmed and special quality ones.

"There is just as much difference in buying an ice cream soda and drugs as there is in buying a hat or suit of clothes. You can buy a twenty dollar suit of clothes and you can buy a forty dollar suit. But it will not injure your health as much to insist on cheap clothing as it will to imbibe cheap drinks," added Mr. Morgan.

## LYNN CONCERN SLASHES SODAS

**Bates, Kirby and Company Put Lower Scale into Effect on Sodas and Ice Cream and Claim Satisfactory Profit at New Level**

Thirty-three per cent reductions in all soda fountain dishes and drinks have been put into effect by Bates, Kirby & Company, Lynn, Mass. A cut of 10 cents a quart also was announced for ice cream sold in the bulk. With this new price schedule, the five cent cone again becomes a reality. The summer treat of the kiddies will retail at 4 cents, with one cent added for war tax.

Heretofore the general price for ice cream sodas, college ices and all except the fancy mixtures has been 15 cents, with two cents added war tax. Plain sodas and milk shakes retailed for 10 cents. The cut of 33 per cent affects every variety of serving.

The new prices are (These prices include war tax):

Ice Cream .....	11 cents
College Ices and Sundaes.....	11 cents
Ice Cream Soda.....	11 cents
Floats and Frappes.....	11 cents
Malted Milk .....	11 cents
Milk Shakes .....	8 cents
Milk Sodas .....	8 cents
Egg Shakes .....	17 cents
Phosphates .....	6 cents
Banana Split .....	17 cents
Orangeade with Orange Sherbet.....	10 cents
Ice Cream by Quart.....	70 cents

This slash in prices was said by Manager T. Walter Taylor to be warranted on figures which he had compiled, showing the new prices would allow him a satisfactory return. The action, he declared, had not been a matter of immediate consideration. Instead, he said, he has realized for some time that lower prices for ice cream products could be made, and in fact he had known the time must come when dealers must meet the issue. With public sentiment aroused to appreciate the fact that prevailing prices are too high, he declared, the time had come when insofar as his own business was concerned, he did not feel justified in maintaining them.

## MINNEAPOLIS DRUGGISTS ENTER DEFENSE

**Issue Statement Denying Charges of Profiteering On Sodas and Show Some of Extra Expenses Which Help to Cut Down Paper Profits**

Minnesota dealers are up in arms over the charges of profiteering which have been made by J. H. Hay, deputy commissioner of the market department, with reference to ice cream and soda prices. According to Mr. Hay the sellers of these products are making unreasonable and unjustifiable profits and have not reduced their prices in accordance with the cuts in raw materials.

The Minneapolis Retail Druggists Association has issued a general denial of the charges set forth in Mr. Hay's report and undertake to show where some of the "profits" are absorbed. It was signed by S. L. Rosenfield, president.

"The druggists and many of the confectioners that conduct soda fountains would surely be happy indeed if the profit they are supposed to derive from the soda fountain were as Mr. Hay, commissioner of agriculture, would have you believe," Mr. Rosenfield's statement read. "Had the commissioner ever conducted a soda fountain during the last three years, we are sure that his theories would bring but little profit. Those that are conducting a first class soda fountain are still paying peak prices on most commodities entering into the sale of ice cream. We have been paying double the price

# Itemized Sales Record Needed

*Many Advantages to Be Obtained by Accounting  
Methods Which Show Revenue Derived from  
Different Items on Fountain Menu*

By WILLIS REED

**W**HERE is the actual profit at your fountain made? On which particular drinks or specials?

Probably not one proprietor in a hundred can answer these questions with any degree of accuracy. Even at many of the chain store fountains where system is a by-word and where costs and profits are analyzed minutely, the profit on each type of drink is seldom considered. "As long as I know that my business is making a profit, why should I spend the time in trying to find out where the profit is made?" This is the natural reply of most fountain men. As long as the business as a unit is paying well, it is apparent that most fountain owners do not relish the idea of spending extra time and effort in analyzing their profits. However, if a method could be used in determining where the profit is made, or where it is not made, which would entail little or no additional work, proprietors might then display greater interest and enthusiasm for the idea.

## Big Shops Analyze Profits

Even though an analysis of profits can be made with the minimum of effort, many fountain owners can see in the system little which is helpful to them in the conduct of their business. On the other hand, several of the largest Metropolitan fountains use various methods for

analysis of sales and profits and on the figures which these systems show for each item and its profit to the business, depends the degree with which it is pushed. One soda shop recently discovered, after instituting a system of separating checks for each type of drink and analyzing their profits from this data, that a chocolate malted milk, or in fact any malted milk drink, cost about sixty per cent more to make than the ordinary ice cream soda. This shop had previously been selling both for the same price, that is 17 cents tax included, but thereafter raised the price of the malted milk drinks to 22 cents. The advance, although it did not cover fully the difference in cost of the two types of drinks, was a step in the direction of basing the price on the cost of the materials, and was induced by the information furnished by the profit analyzing system.

Another case at the same fountain is worthy of note. The separation of the checks indicated that two flavors were not selling in sufficient volume to make it worth while keeping them in syrup tanks in the fountain. The two tanks were cleaned out and refilled with chocolate syrup, considerable delay having been experienced by the chocolate supply running out during a rush. The available supply of chocolate syrup was thus doubled and the two

DAILY SODA FOUNTAIN REPORT										
WEEK ENDING <u>July 30, 1921</u>										
	SUN.	MON.	TUES.	WED.	THUR.	FRI.	SAT.	WEEKLY TOTALS		
								SALES	TAX	
Choc. Malted Milk	27.60	22.70	24.20	28.50	21.50	18.30	31.40	174.20		
Choc. Sodas	53.10	48.00	43.60	33.70	37.90	38.40	53.60	308.30		
All Fruit Sodas	82.30	62.70	58.10	49.30	52.30	47.70	75.20	427.60		
Sundae	61.40	46.10	43.70	38.70	32.00	35.60	63.75	321.25		
Ice Cream, plain	33.60	28.20	21.40	23.60	18.20	21.70	34.20	180.90		
Luncheonette								74.12	23	
Salads	42.80	37.60	46.40	45.20	51.60	48.30	31.70	305.60		
Sandwiches	27.50	33.40	34.30	36.70	29.80	42.00	32.60	240.30		
DAILY TOTALS	328.30	280.70	271.70	255.70	243.30	252.00	322.40	1854.15	748.44	
DAILY TAX	26.14	21.36	19.68	18.54	18.07	17.12	27.93			

Sample Sheet Shows How Itemized Sales May be Recorded

more or less useless syrup tanks put to good use.

Innumerable other facts may be brought to light by an analysis of the sales, facts to which attention might never be directed except by a comparison of the sales of a certain drink during different periods. Outside of weather and temperature considerations, a falling off in the sales of coffee at the fountain might indicate that the dispenser had become careless in the making, that the urn was at fault, or that the quality of the dry coffee had become poor, or some other feature was wrong. Any one of which happenings would be sufficient to cause regular patrons to turn to some other drink or patronize another fountain. An especially heavy sale of ham sandwiches at the luncheonette might indicate that the new dealer who was supplying the ham was furnishing a better product than his predecessor. A steady falling off in the sale of ham sandwiches, on the other hand, might mean an inferior grade of ham which possibly would not be called to the proprietor's attention by any other means than a sales analysis system. Information of this type is applicable to every phase of the soda fountain business.

### Several Types of Systems in Use

Practically every system which has come to the notice of the writer, entails the use of the cash register in one way or another. One or two of the more or less old fashioned establishments visited were still using the antiquated cash drawer but the majority employed their cash registers with its additional safe-guards in the actual handling of the cash. In each instance where the method of distributing sales was used most successfully, the patron purchased his or her check prior to being served. Where the check is paid in a lump after being served, various complications arise which make an accurate analysis difficult, although if the facilities are available, the system may be worked out to fit the individual needs of any particular fountain.

The most practicable method appeared to be a plain box-like arrangement with ten or twelve openings cut through the top or side, each one leading to a small separate compartment within. Each opening was labelled for any particular item desired, such as "Chocolate Malted Milk," "Chocolate Soda," "Ham Sandwich," or the like. As the patron enters the store she buys a check or checks, as the case may be. As she is served, the dispenser merely deposits the checks through the various openings in the box, according to the items sold.

At the end of the day, the checks in the box are taken out and added up for each item or group according to the separation. The grand total of all the checks is then compared with the day's total on the cash register at the cashier's desk, from which all soda fountain checks have been sold. The various individual totals, that is for each kind of drink, may then be entered on a sheet such as is shown in the diagram, along with the tax record required by the Government, and kept together monthly by an ordinary clip file. From these sheets at any time can be found the total tax due for any month, the month's total sales, and the individual daily and monthly sales of the various leaders at the fountain. This method is working well in several cases, in fact, it has been in use for a number of years and still continues to give satisfaction.

Where the purchaser pays his or her check after having been served, the situation is considerably more complicated. The problem of recording and distributing the sales is then a matter of making out a check; the more elaborate the system of checks, the longer time required and consequent tendency to delay and jam during a rush hour period. What appears to be the best method by far, involves the use of two cash registers, one at the fountain and one at the cashier's desk. Instead of each dispenser having a separate letter on the register, the fourteen or fifteen letters, A, B, etc., can be used very readily for different types of drinks or dishes.

The grand totals for all groups each day should naturally agree with the cashier's register while the register used at the fountain for issuing checks should also agree with the other two records. This system comprises not only a sales distribution scheme but also a three cornered check on the correctness of the figures. One of its chief drawbacks lies in the fact that by using the letters on the cash register to represent various drinks and specials, a means for checking up the business of each individual dispenser at the fountain is lost.

Thus when a pineapple soda is sold, for example, the general group of fruit sodas might be designated as H on the cash register and the dispenser would punch H and then the amount. The cashier upon receipt of the money from the patron, likewise registers the sale under H on her machine. At closing time each night, the totals of each group can then be transferred to a sheet designed after the accompanying illustration.

### Large Cash Register Not Essential

Then the fountain to which the large modern cash register has not yet found its way must be considered. Instead of fourteen or fifteen letters on the register, there are perhaps four or five, a number insufficient to take care of a system outlined in the foregoing paragraph. Then the only means is to make out a hand written check for each patron, with the type of drink designated thereon by a letter or number. This system is slow and cumbersome at best but, nevertheless, is very widely used in the trade. The cashier upon obtaining the check and money from the customer, can either place the check in a distributing box made especially for the purpose or on a series of nails through a board, each nail bearing a number or letter. With the close of the day's business, each group on its particular nail is tallied up and entered on the "Daily Soda Fountain Record" sheets as before noted. The total for the day as represented by all the different kinds of drinks, naturally must agree with the total of the cash register or the money in the cash drawer if the older system is still used.

The advantages of a sales distribution record are numerous. Each sheet as proposed in the accompanying diagram is sufficient for a week but at the same time has complete daily records. By either carrying forward the totals for each week, or entering them in a separate record, each month's business, with a full analysis of what happened every day in dollars and cents, is ready for inspection at any and all times. The basis for the computation of the Government tax with records complete enough to satisfy any inspector, are given. The tax, daily, weekly, and monthly is always ready for immediate reference.

Then the question of profit on each item can be considered. The actual money taken in on any one drink can be compared with the computed cost of the ingredients, and the individual profits on each class of product for which records are kept is readily figured out, that is, the gross profit exclusive of overhead. If the rate of overhead per one hundred dollars of doing business, or in actual percentage, has ever been calculated, then the actual net profit for each class of drink is readily obtainable from the daily fountain report figures.

### COULD THIS HAPPEN AT YOUR FOUNTAIN?

"Quick, Officer, call an ambulance. Two ladies just fainted in the soda fountain across the street."

"What was the trouble? What happened to them?"

"The waitress brought them glasses of water with their ice cream without being asked for it."—Exchange.



# Good Salesman Assorts His Customers

*Patrons More Satisfactorily Handled by Dispenser Who Mentally Tickets Each With Proper Label and Treats Him or Her Accordingly*

By MANTHEI HOWE

NO ONE human being is just like another, but there are enough points of resemblance so that a store's customers may be divided into a few classes. And looking over these divisions you will very readily decide that your Mr. So and So belongs in this class, Mrs. Jinks in that.

The successful salesman and it matters not whether he sells neckties, Packards or ice cream sodas, is the one who knows these classes of customers. He knows the earmarks which denote a certain variety of disposition, and knowing them, he knows too how to make use of them with profit to himself and satisfaction to the customer.

The sale of a fountain delicacy means more than dropping a dipper of ice cream in a glass, mixing in a syrup, sticking in a spoon and passing the order over the counter and receiving the change. It means all these steps and in addition such satisfaction for the customer that he will return another day.

You can serve the self-same grade of ice cream to each customer, and at the same price, but if you do not vary your method of approach and handling of the transaction to suit the individual, you are not going to be able to please all your customers.

## Classified Customers

For instances, let's divide the people that come to the



## He is Easily Frightened and Just as Easily Offended

soda fountain into six groups. There are more, of course, but these six broad divisions give a practical grouping and each retailer can subdivide into the smaller divisions suggested to him by his trade.

- 1—there is the I-own-the-earth kind of a customer.
- 2—the diffident, hesitating kind.
- 3—the critical.
- 4—the undecided.
- 5—the visiting kind.
- 6—the logical, inquisitive sort.

Now even the most inexperienced salesman will know that the first class of customers cannot be treated the same as those of the fifth group.

The I-own-the-earth customer comes in stepping high and wide. He knows what he wants and expects you to be aware of the fact. Usually he has his order at the tip of his tongue and the thing he appreciates is snappy service.

If you can give him the feeling that the store and its entire soda equipment and sales force is right at his disposal he is quick to appreciate it. He rates you as an exceptionally keen individual because your idea of him agrees so exactly with his own. The more cosmopolitan and up-to-date you can make your attitude the better he will like it. He moves, in his own mind, with pomp and glory to the stirring roll of drums.

Snappy service, style, deferential attitude and proper respect are the keynotes in the successful handling of such customers. If they get all that at your store they will stick closer than bees to a rose garden.



*Here's the Man Who Fully Realizes His Own Importance*

The customers that fall into group 2 are easily recognized. They slide into the first vacant chair they come to. Having to walk the length of the store is a real trial to them.

Such customers like to be noticed, but unlike group 1 they do not want too much or too noticeable attention. If we are too assiduous in our service to them they become embarrassed and uncomfortable.

The most tactful thing to do is to acknowledge their presence with a nod and a smile, then look elsewhere until they are seated. However we have to be careful that they do not have to wait too long to be served. For, while they will not have the courage to protest at dilatory service, they will nevertheless feel just as keen resentment as any other group of customers. Usually these people are pleasant to deal with since anything that is quietly done for their comfort is something which they accept as a personal and all too infrequent compliment.

### They Look for Something to Criticize

The critical customers, usually women, are the ones who always come into a store looking for flaws. They somehow resemble a flock of crows, cawing and pecking on the least provocation. Service, equipment, soda fountain specialties, store ventilation, decoration,—it matters little what it may happen to be. If anything deviates a bit from what they consider quite a la mode, you will note an immediate elevation of the tip of the nose and a slump of the corners of the mouth.

If they have been courteously and deftly served, if their criticism is on a matter of minor importance, one would best be courteously dignified and not too apologetic. It pays to be pleasant to these people, to do anything within reason not to antagonize them, but—they are the kind who value a steel fist in a velvet glove. One has to go on the theory of permitting them a little lee-way but not a runaway with the bit in their mouth.

### You Must Do the Ordering

The undecided customers are usually easy to handle. They come into the store wanting something but not quite knowing what.

At the soda fountains in the smaller towns such cus-



*"Oh, Dear! I Wish I Knew What I Want to Drink"*

tomers are apt to say frankly; "What have you? I want something but I don't know just what."

The tactful salesman will run over a few items on the menu. He will perhaps suggest: "How would you like a fresh strawberry ice cream soda? Or a malted milk?" "Oh, I don't know. I don't care much for sodas or cold drinks. What have you in ice creams?"

"We have a good special today, a top-notch, fresh peanuts, strawberries and maple cream. I think you'd like it."

In most cases the customer will agree to it immediately and the deed is done. They just want someone to use a bit of moral suasion and help them to make up their minds. They just naturally dislike to make decisions and in most cases will be satisfied with what you pick out for them on the menu.

### Sociability Is Not Always a Virtue

Most fountain men agree that the fountain or store is not the place for undue visiting, especially during the rush hours. Some stores go so far as to explain, on the back of the menu booklets, that since space is limited, it would be appreciated if patrons did not loiter unduly after being served.

This policy has things to recommend it, but there is a decided objection to it. People patronizing the fountain are usually in a leisurely mood. They resent being hustled and passed on too unceremoniously. This is especially true of the naturally friendly customer, the visiting kind.

They look for a welcome, the friendly smile, a "How are you, Mr. Jones? Pleasant weather," kind of salutation. Such a customer may want one to comment on the baseball score or the outcome of the Dempsey-Carpentier fight. And whenever possible, if we are not too rushed, it is well to indulge the customer's little weakness and visit a second or two. Hell hath no fury like a woman scorned unless—it's the visiting kind of a customer who has been served in a too abrupt, impersonal, business-efficiency fashion.



*Superciliously Critical—That Describes the Lady*

Probably the customer who keeps the retailer most on his toes is the logical, inquisitive type. Here again, it is often a woman, frequently a club woman with a good deal of spare time and a keen interest in everything, well read and usually with a most amazing fund of odds and ends of information.

#### Satisfying the Question Box

She is the one who on purchasing candy is quite apt to turn to you and inquire, "Did they use dairy butter or nut butter in making this candy?"

It is up to the retailer to be able to explain that when candy is shipped in and some time has to elapse between the time of manufacture and consumption by the purchaser, it is necessary to use some nut butter even in the high grade candies, since dairy butter is too apt to become rancid and spoil the flavor of the candy.

These customers are primed with numberless questions and most of them are queries that the really up-to-the-minute salesman should be able to answer. They are questions that merely require a real and working knowledge of the merchandise sold.

For instance, the fountain man should be able to assure coca-cola fans that caffeine, the much discussed drug in coca-cola, is no more harmful in the fountain drink than it is when consumed in the every day cup of coffee.

He should be able to point out that ginger ale is a healthful drink, that malted milk is a real food, well adapted for a light lunch, that ice cream has a high food value and provides it in an easily digested form.

In fact the customers in group 6 (may their tribe increase) are of distinct benefit to the confectioner and fountain man, in that by their questions, they keep him on the alert and posted on his business. They keep him out of a rut. They make him do something more than just take orders.



*Beware the 11-man Question Mark*

Most retail stores make an effort to have salesmen analyze and classify their customers. It is a good hint for the fountain man to follow. It is a lot easier to catch fish if you know their habits, the hours they feed, the kind of weather best for fishing and the bait most suitable for each kind of fish.

Look over the groups given. How do your regular customers classify? Possibly you will find the answer to the question of how to get along with some especially difficult and troublesome customer.

#### WEDDING SETTLES FAMILY DIFFICULTIES

**Manoog Shooshan of Worcester Gets Out of Tangle Caused by Love Complications of Two Nieces From Armenia—Wedding Furnishes Solution**

Manoog Shooshan is a Worcester confectioner and ice cream manufacturer who has been led into a series of complications owing to the presence in his home of two pretty cousins from Armenia. When the girls arrived in this country they came at once to his home but shortly after court proceedings were instituted by persons who were instrumental in assisting them to escape from Turkey, alleging that Shooshan was depriving them of their liberty. The suit apparently arose from a misunderstanding and was not pressed.

Then Miss Felor Namanian, one of the young ladies, planned to marry a Hartford, Conn., man, but the marriage fell through when she discovered that he was a widower with one child.

Just now it seems likely that there will be no further complications, for Mr. Manoog Shooshan is to marry the heroine of the Hartford romance and his brother, Dickran Shooshan, manager of the Shooshan store at 620 Main street, is to lead her sister to the altar.

#### WANTED WORK AS RELIEF

**SITUATION WANTED**—Druggist, registered clerk, desires work as relief. Address Drugs, care of News. —Paterson Evening News.

Which causes "Constant Reader" to remark: "Whaddya mean 'work as relief'? That bird must have just been released from the army."



*Always Ready for a Chat,  
Even If You are Rushed to Death*

# Retail Druggists Fight Soda Tax

## National Association Tells Congress That Levy Is Burdensome and Unfair—Should Be Supplanted by Uniform Sales Tax

**E**UGENE C. BROKMEYER, general counsel for the National Association of Retail Druggists, filed a communication with the Ways and Means Committee of the House in connection with the attitude of the association on revenue revision, of which the following is part:

"The National Association of Retail Druggists, on behalf of the 50,000 druggists of the United States, respectfully urges the early repeal of the soft drink tax and the tax on medicine. The druggists of the country are as ready to do their full patriotic duty during the reconstruction period as throughout the late world war and bear their share of the burdens of taxation. They do not think they should be called upon to do more than other tax-payers. The creation of tax collectors without pay and with heavy responsibilities, limited to retail druggists in the main, was hardly justifiable during the trying ordeals of the war, and it is certainly not warranted now. The Federal Constitution provides that:

"The Congress shall have power to lay and collect taxes, duties, imposts, and excises, to pay the debts and provide for the common defense and general welfare of the United States; but all duties, imposts, and excises, shall be uniform throughout the United States."

"Section 630, of the Revenue Act of 1918, levies a tax on soft drinks and ice cream sold at soda fountains and similar places, distinguishing between ice cream sold at a fountain and ice cream consumed in the home, or as part of a meal in a restaurant. This is clearly a discrimination against retail druggists, as they constitute a large majority of proprietors of soda fountains. There is neither justification nor excuse in law or morals for this discrimination.

### Druggist Not Paid a Cent

"Section 1301, of the Revenue Act of 1918, provides for a salary of \$6,000 per year for Revenue Collectors, but the act provides not one penny for the retail druggists it designates as collectors of the soft drink tax and the tax on proprietary medicines and toilet articles.

"The Secretary of the Treasury admits in his last annual report to Congress that the soft drink tax is a 'nuisance,' so far as its collection by the government is concerned. The experience of the druggists has been lamentable, to say the least. Many of them are today held by the government for having made returns and payments of the soft drink tax contrary to the law and regulations although in many instances the druggists have based their returns and payments on records kept in accordance with requirements laid down by representatives of the Internal Revenue Bureau. The National Association of Retail Druggists at the very outset requested the department to issue a uniform requirement for keeping records as the basis for returns and payments of the soft drink tax, but it declined to do so, and today occupies the position of repudiating in Washington what its agents authorized and directed in the field.

"The soft drink tax not only costs the government more than it is worth, but it has been proved impracticable in its collection. The Internal Revenue Bureau

itself has furnished the proof. For instance, a 'Flying Squadron,' with headquarters in Washington, has estimated the number of glasses of the drink commonly sold as 'Coca-Cola' that should and must be obtained and dispensed by a retail druggist from a gallon of Coca-Cola syrup. This was arbitrarily done by administrative officers in Washington without experience in the retail drug business in dispensing Coca-Cola. No allowance whatever was made for a number of factors entering into the mixing and dispensing of Coca-Cola, with which retail druggists and others in the business alone are familiar. No two druggists or clerks ever use exactly the same amount of syrup when mixing it with carbonated water at the fountain. There is no way of estimating the quantity of Coca-Cola consumed by druggists or their clerks themselves, or the quantity wasted when mixing the syrup with the carbonated water, or the quantity to which druggists 'treat' their customers, or friends, or business associates.

"Take ice cream, as another illustration. Local revenue officers have a way of making arbitrary estimates based upon druggists' invoices. They overlook the fact that one druggist may make most of his sales of ice cream at his fountain, or from tables in his store, and therefore would be subject to a much larger tax than another druggist in the same vicinity who had developed most of his ice cream business by sales in packages, or boxes, not taxable. Invoices could not possibly form a just basis for determining the tax that should be collected, returned and paid by the druggist.

### For Uniform Sales Tax

"The question may well be repeated, is this tax worth to the government the cost of collecting it, not only to retail druggists, but to the government as well? Has the Treasury Department, or Congress, ever estimated the cost to the government of providing space for the thousands and millions of records required by the department, and the number and salaries of the administrative force necessary in Washington and in all of the revenue districts supervised from Washington to take care of these records, inspect them, etc.? Retail druggists do not know what it costs the government, or the tax-payers of the country, to make and enforce the regulations for the assessment and collection of the soft drink, proprietary, and other taxes affecting druggists, but they do know that a large part of their time and help is occupied in keeping records, making returns and paying taxes collected without compensation to the government of the United States. If the cost of living is high, the cost of regulation is certainly much higher.

"The National Association of Retail Druggists is opposed to a sales tax as a substitute for the excess profit or any other tax unless it is made to apply uniformly and equitably to manufacturers, wholesalers, and all dealers in every line of business. It would not be fair or even possible to administer a sales tax which permitted a manufacturer to pass it on to a wholesaler, and a wholesaler to pass it on to the retailer, because the retailer could not pass it to the public with a buyer's strike prevailing and he could not himself absorb the pyramided tax."

# Children's Trade Worth Cultivating

## *Soda Fountains Will Find Both Present and Future Profit by Enrolling as Purveyors to His Majesty the Kid*

By MANTHEI HOWE

**M**ANY of the old English mercantile houses proudly sport the label, Purveyor to His Majesty, the King.

American retailers have adopted the idea but they elect to direct their efforts to giving satisfaction as Purveyor to His Majesty, the Kid! He is the one monarch whose reign is not likely to be threatened, the American child. Ready to wear shops, department stores, furnishing shops, all make a definite effort to get into the good graces of the child; not because he has so much money to spend now, but because he is the potential spender of the future.

These retailers argue, and wisely, that to get the child to come to them when he is doing his first shopping will form a life-long habit. He will build up a feeling of at-homeness in their store and it will stand in the relation of an old friend to him when he grows up. John or Nell or Mary when they reach the grown-up stage will naturally gravitate to the old store to do their shopping.

So we find playgrounds, children's barber shops, story hours, movies and numberless other novelties introduced to tickle the fancy of the youngster and help him to develop a soft spot in his heart for that store.

The soda fountain and candy stores by the very nature of the merchandise they carry, have an easy route to the ground floor of the youngster's affection. But odd as it may seem, few confectionery businesses have made definite and systematic efforts to corner the children's trade. In fact some of them consider it hardly worth bothering with, complaining that it takes too much time and service for the profit obtained.

This class of fountain man belongs to the same species as the farmer who wanted to get rich quick, but wouldn't plant wheat because it took too long to grow.

### Children Appreciate Novelties

Of all customers, children are the most appreciative of our efforts to please them. And if no attempt has been made to get this trade before, the summer vacation is a good time to start.

The balloon window is far from a new idea but it will always have a strong appeal to the youngsters and is certain to attract the attention and interest of every child within reach. The following method of arranging the display has been used successfully many times and has the merit of simplicity.

An ordinary, strong barrel hoop can be wound with red crepe paper. Then all around the hoop about an inch apart strong twine is securely knotted. One end of each piece of twine is carried up to screw-eyes in the ceiling. The other end of the twine is carried down to a screw-eye set in the table top. The circle of the barrel hoop is criss-crossed with twine to form a lattice. Beneath the lattice work of twine is placed an ordinary electric fan with the breeze directed toward the ceiling. In the enclosure above the lattice work are placed a dozen or two of brilliantly colored balloons. When the electric current is turned on the balloons keep up a tantalizing bobbing that whets the desire of every youngster within seeing distance.

Such a balloon display could be readily arranged in a window. And if it were a partly enclosed window the

work would be simplified as one would not need to string the twine to keep the balloons from being blown away.

Children are especially quick to see an interesting window display and most of them are inveterate window shoppers. So a balloon display for one window and a Kiddie Kandy display for the other would be a good combination.

### Goods Should Be Price Marked

In the candy window, have a display of ten cent goods, nougat bars, chocolate turtles, salt water taffy, peanuts, etc. Then next to it a five cent exhibit of chocolate bars, fudge, stick candy and similar confections. And don't forget the penny assortment of licorice, chocolate cigars, "nigger babies," and other popular penny novelties.

In rigging up a window display for children it is important to see that all goods are price-marked. Their limited pocketbooks compel careful scrutiny before they spend that precious five or ten cents. It stands to reason that if a fellow has only five cents and he has to share the purchase with two playmates, then he has to purchase wisely and make his money go as far as possible!

Consequently we'll put down the most important plank in the platform of "Getting the Children's Trade,"—price ticket all goods plainly.

As a second plank of almost equal importance—make it easy for the children to shop when they get inside the store.

How would you like it if every time you went to shop you had to stretch and stand on tiptoe before you could get a view of the merchandise you had come to buy? But that is just what we make the youngsters do and half the time there is an impatient suggestion from the grown-up back of the counter to "hurry up and decide."

### Children Wish to See Comfortably

The easiest and most profitable, as well as most pleasant way, to sell to the children is to have their candies in a separate display case that is not as high as the usual type.

Have each kind of candy designated by a colored price tag or an easily distinguished picture. That will permit the youngster to see just what his candy will cost and when you ask him, "Which do you want?" He will not waste your time by trying to explain that he wants some of that candy in the second or third dish from the back in the fourth row. He will be able to tell you instead, that he wants some "from the dish with the picture of the rabbit," or "some of that in front of that blue piece of paper." You have given him definite landmarks by which he can easily describe the candy of his choice.

More than that, the position of the candy trays down where he can see them, will make it possible for him to give them all the once-over and decide in a hurry.

It pays to take special care to instruct the sales people who wait on the children. Every ice cream cone sold brings in not only the money charged for the cone but continued good will and patronage. We are wise if we treat the children just as courteously as we would the adults.

The bashful child may take a bit more time, the first time he makes a trip to the store, but if we make him

feel at home that time, he will be a loyal booster and he will make his family come with him. Even if they do like the corner store better, they won't get a chance to patronize it when the youngster is along.

Grown-ups are satiated with a long acquaintance with a multitude of things. It takes quite a jolt to awaken their interest. Any change in store service has to be something out of the ordinary to merit their approval.

#### Gifts and Contests Draw Attention

Not so with the youngsters. The tiniest change from the usual marks their days with red letters. So some day surprise them by giving them a nasturtium with every purchase. Or a stick of gum with every ice cream cone. Or do your store and the "town beautiful" a good turn by advertising a prize of candy to every youngster who brings in a bushel of dandelion blossoms between nine o'clock and twelve o'clock Saturday morning. Perhaps an idea you will like even better is to give a prize to the child who whittles the best toy or makes the best kite. The prize winners' work to be exhibited in the window or at the fountain. If you feel especially bountiful, you can invite the prize winners and the winners of honorable mention to a feast at the fountain.

When you open your campaign for the children's trade, have a small desk beside their display case and a visitor's book where the youngsters can sign their name after they have made a purchase. They will consider it great fun and consider themselves everlastingly grown-up.

The indirect and most important result of the campaign is that when you build up a good trade with the children you are not building just for a day. The canny soda shop will not delay in enrolling as Purveyor to His Majesty, the Kid!

#### ST. LOUIS FOUNTAIN TAXES CHECKED

**Special Deputies of Internal Revenue Bureau Engaged in Investigation of Luxury Levies Collected from Local Soda Dispensers**

Three special deputies of the United States Internal Revenue Bureau on July 7 began a check of soda fountains and ice cream places in St. Louis and vicinity to ascertain whether the proper amount of sales tax has been paid by them to the Government.

The three investigators are members of the squad of thirty brought to St. Louis by Donald M. Houston, assistant supervisor of collectors' officer in the Internal Revenue department at Washington.

The investigators will be busy in St. Louis for the next two months examining the sales tax records of manufacturers of automobiles, athletic goods, candy, musical instruments, cereal beverages and soft drinks, insurance companies, railroads, express and steamship companies, clothing and haberdashery merchants, telephone and telegraph companies, motion picture film distributors and others.

Of all the sales taxes, the most difficult to collect is that on soda fountains and ice cream parlors, according to Percy Alexander, chief field deputy in the Internal Revenue office in St. Louis. Most of the down-town ice cream parlors are keeping proper records and paying the proper amount of taxes, Mr. Alexander said, but there is much confusion of records and many mistakes in the amount of tax turned in from the smaller places, especially in those sections inhabited by foreign born residents.

Where proper records are not kept, the investigators have a system by which they determine whether the proper amount of sales tax is being paid. The location is noted and the number of persons passing in a given period. A check is made with the wholesalers with

whom the proprietor deals. Careful calculations have shown that the average sales tax from a gallon of ice cream handled in an ice cream parlor or soda fountain is 50 cents. Discussing the procedure to be followed and the added penalties to be collected from persons and business houses found delinquent in paying of sales taxes, Mr. Houston said: "Those who persistently try to evade paying their proper amount of taxes need expect little consideration. The government is inclined to be lenient, however, with those who volunteer the facts and give full information concerning their affairs and the sales upon which taxes are due. The government, of course can not make allowances for business failures and all taxes that are due must be collected."

#### AMERICAN MONOPOLY BROKEN

**London Department Store Fountain Does Business Which Many Establishments on This Side Would Give Much to Equal**

The busiest spot in the world at present is the southeast corner room on the ground floor of Selfridge's, London, where the soda fountain lives and thrives.

There are no restricted hours for refreshment in this bar. Thrifty folk stand in queues to buy their tickets, and so expert is the London public becoming in the matter of iced drinks that most of them know without looking at the menu the exact price of a "Banana Royal" or a "Butter Scotch Parfait."

Women, flappers and eager-eyed children surge and elbow for a place of vantage near the fountain; young men and old jockey for positions or try to catch the eye of bustling waitresses—to the accompaniment of the interminable clatter of spoons and glasses the exhilarating hiss of the soda tap, and the rhythmic ring of the cash register.

#### Egg Broadways!

If the customer cannot get served at this fountain there are other chances; one in the basement, another on the fourth floor and, best pitch of all, if one has time, on the roof garden. Here the breeze is like that on the bridge of a ship, and one may sit in comfort, view the townscape, and absorb phosphates, frappes, caramel judges, coffee marshmallows, and egg broadways to his heart's content.

Mr. Boglin, the live wire C. O. of the iced refreshment department, told a press representative that the receipts from the main fountain alone are about £200 a day. "Yesterday in the restaurant and roof garden," he said, "we served 658 ices in the morning and 962 after lunch, which shows whether Londoners like ice cream or not."

A force of men and women are busy from eight o'clock till eight o'clock in a separate building across the street pouring cream, shovelling ice, like stokers in a ship, and helping the freezers which turn out forty quarts of ice cream every eleven minutes during these twelve working hours. Five hundred gallons of ice cream (and cream containing 54 per cent of fat, too) is hustled across the street as fast as it is made to be consumed by surging throngs of parched people.

#### H. O. WILBUR & SONS RAISE MONEY

Edward B. Smith & Co., Philadelphia and New York, and Elkins, Morris & Co. of Philadelphia, are offering \$1,500,000 H. O. Wilbur & Sons, Inc. first mortgage 8 per cent sinking fund gold bonds. These bonds are dated June 1, 1921, and due June 1 1936. The bonds are offered at 99½ to yield 8.05 per cent. The company is one of the three largest manufacturers of chocolate in the United States.

# Quality Prices Never Come Down

*Big Time Soda Shops Ignore Nickel Drink Idea and Hold Patrons Regardless of Charges*

*By High Class Service*

By GEORGE NILES HOFFMAN

THE present momentary agitation, which is spirited to say the least, demanding that druggists and ice cream soda servers generally cut their prices for all summer drinks, will have little effect upon the high class trade which such hotels as the Claridge at Times Square and the Pennsylvania at 34th street, New York city, cater to. It will be noticed by those who casually run over the rot printed in our daily newspapers concerning recent boy and girl strikes in the Bronx and elsewhere and the campaigns of certain meddling reformers, all trying to make the druggist reduce his price of

fountain drinks to a below cost level, that the class of trade which will be most affected by the strikes and strikers is not that classed as the best fountain trade.

Perhaps certain sorts of people are so accustomed to have their prescriptions filled at the druggist's below cost that they now expect him to lose money on his soda department, which for a long time has been the back-bone contributor to the average druggist's bank account.

Soda places as the Claridge and Pennsylvania and many of our better drug stores and high class fountains

## THE CLARIDGE PRICES FOR THEIR SUNDAES WILL MAKE MANY A FOUNTAIN MANAGER ENVIOUS

Claridge Special 50  
American Beauty 50  
Sweetheart 45  
Oriental 50  
Waldorf 50  
Strawberry Sundae 50  
Black and White 45  
Strawberry Marshmallow Sundae 45  
Fresh Peach Sundae 50  
Claridge Puff 50  
Aeroplane 50  
Cherry Melba 40  
Malted Milk Sundae 60  
Fresh Pineapple Sundae 40  
Chocolate Marshmallow Sundae 45

## FOUNTAIN ROOM OF HOTEL PENNSYLVANIA HAS DIFFERENT SET OF LUNCHEON SPECIALS EACH DAY

### Luncheon Specials Ready

11.00 A.M. to 3 P.M.

Puree of Split Pea 25  
Minced Lamb with String Beans with  
Hashed Brown Potatoes 85  
Banana and Walnut Salad 60  
Vegetable Salad and Corned Beef 65  
Lettuce, Tomato and Chicken Sandwich 75  
Cream Cheese, Jelly and Nut Bread  
Sandwich 35  
Deep Dish Blueberry Pie 30  
Chocolate Eclair 15  
7-27-21

will not be greatly bothered if the price of ordinary sodas such as sold about the sidewalks of New York do come down. One can always get a nickel soda if he wants that kind.

A glance at the menu of the Hotel Pennsylvania Fountain Room proves that ice cream sodas, sundaes and plain drinks are not all of the things sold which will yield good profits even if a few cents is cut from the ice cream soda prices. Most of the large drug stores have in connection with their fountains a more or less varied list of luncheon specials which are in great demand between the hours of eleven and two. Owing to the popular demand, they are daily adding to the goodies they serve. There is no item on the Pennsylvania or Claridge list that most modern fountains cannot prepare with the present day equipment.

### Service Charges at Pennsylvania

A charge for service of 5c is made at the Pennsylvania. That is if one gets a drink at the fountain and waits upon himself in other words he pays less for his order. This plan would undoubtedly prove workable at some pharmacies where the soda tables are always overcrowded. On the other hand with such trade as is found on 34th street service is gladly paid for.

At the Claridge Soda Shop, automobile and picnic luncheons are gotten up at short notice. Of course

the travelers all have a sip of soda before they start, while awaiting the preparation of the lunch baskets. This adds to the final bill and makes for profits. The suggestion helps their trade. It is an unique fountain service. We cannot wonder that the Claridge and Pennsylvania fountains are so popular. Reductions in the street variety of cool drinks will have little effect on their sort of trade and will not dent their profits.

### Claridge Has a Cabaret

The Claridge Shop has an orchestra and dancing. For this a covert charge of neat dimensions is made. Will the reduction of orangeade or lemon soda bother them? Not much.

An additional advantage of the Claridge and Pennsylvania fountain service is the clean and attractive menu. The drink or sweet thing looks good before we see it. The old time bar or fountain, frosted in summer with a solution of epsom salts to look like Greenland, did sort of freeze us to the place but the frosted glass reminds us of a past and better day.

The ardor of many a drug store fountain luncher has been cooled because a fountain lunch was tiresome. That is he soon became tired of the same "sweet mess" every day. The Pennsylvania fountain does away with this feeling on their customers part by changing their lunch menu every day.



# Tri-State Confectionery Jobbers Meet

*Central Club Hold Convention at Cedar Point  
—Optimism Tempered by Realization  
of Difficulties Is Keynote*

**T**HE Central Club, composed of leading jobbing confectioners of Ohio, Indiana and Michigan, held their annual convention at Cedar Point, O., July 21 and 22. It was a highly successful meeting and largely attended, nearly three hundred members being present.

Enthusiasm was at high tide all through the sessions and present conditions in the candy business were not allowed to cloud the optimism expressed by the various speakers. The firms comprising the organization employ 25,000 men and women and every one is expecting further expansion as soon as general business conditions improve.

The confectionery business is now the fourth largest in the country and, they say, will soon rank along with the steel industry in second place to agriculture.

One of the most important addresses was that by V. L. Price, of the National Candy Company, St. Louis, ranked as one of the biggest candy men in the country. He did not minimize the difficulties confronting the industry and warned his hearers that the time of easy pickings was over and that success was to be gained only by sustained effort.

"The good times are gone and they will not come back," said Mr. Price, adding that the apparent increase of sales during the war was mainly due to inflated prices.

"We are apt to lose sight of the fact that during the war period sales largely advanced because prices advanced, and although expenses advanced in dollars, the per cent of expense of sales actually decreased.

"There is no means by which the sales can be kept up to last year's without serious profit-sacrifices, and then it is doubtful whether pounds sales can be increased to the point of offsetting the price-decline effect upon sales.

"Net profit is the difference between the gross profit and the gross expense, and when the gross per cent is climbing up, the only way to take care of it is to see that the average profit percentage is right, and of course the sales volume must be sufficient to place the expense on a right gross basis."



VINCENT L. PRICE, Pres. National Candy Co., St. Louis



W. C. DEVENS, Re-elected Secy. of the Central Club

## HIGH LIGHTS OF THE CONVENTION

*John F. Lust, from President Harding's home town, Marion, who had the honor of being the oldest man at the convention, is one of the pioneers in the candy business.*

*"The average person thinks candy should be fresh," said Mr. Buhr, in course of his address. "As a matter of fact, chocolates must be aged. Some of our best candy is four years old."*

*Between the meetings, the boats and the beach, the delegates and their wives surely had a busy and enjoyable time.*

*Everybody says the banquet was the best ever. It is hard to say which made the biggest hit, the vaudeville or the eats.*

*W. C. Devens, of Delaware, O., secretary of the Club, could justly claim to be the busiest man there.*

*The ladies were present in goodly numbers and of course added much to the success of the convention.*

Continuing in this interesting fashion, Price declared that it is, of course, not possible to arbitrarily fix a gross profit percentage on everything, nor is it wise.

The speaker added: "If a firm rule were established to handle nothing under 25 per cent gross on sales, it is very probable that the sales volume would decrease. A certain volume of sales must be kept to keep the ratio down. This is the first necessity of doing business.

"Then comes the task of getting as high a gross profit on such sales as is possible, without forcing prices to a point that will increase the expense ratio to a point where it can't be overcome by an obtainable gross profit.

"Look out also for paper profits, that is, the big profit on goods that you do not sell. Get your money out of the dead ones quickly.

"And finally, remember this. The difference between profit and no profit is little. Work for that little, it means your success and progress."

L. R. Gooding of Chicago, engineering expert, speaking on "The Cost System," said that the majority of candy plant owners do not figure their business correctly. This resulted in competition and ill feeling, he added. But ten per cent of the candy plants are really efficient from a cost standpoint, he made bold to say.

The directors were authorized to offer a \$100 prize for the best suggestion of a candy slogan. The report of the auditing committee, finding everything "all right," was approved.

The convention re-elected its officers as follows: J. A. Cox, of Cincinnati, president; H. D. Brown, of Fort Wayne, Ind., first vice-president; Chas. Dickmyer, of Lansing, Mich., second vice-president; Ed. Davis, of Cleveland, third vice-president; W. C. Devens of Delaware, O., secretary and director for three years; and Ed. Symkins of Louisville, Ky., director for two years.

"Mamma, is papa going to die and go to heaven?"

"Of course not, Bobby. Whatever put such an absurd idea into your head?"—American Legion Weekly.



## Fountain Helps Sell Tobacco

*Installation of Soda Department Increases Business of Cigar Store and Proves Ability to Show Good Profit on Own Account*

By K. H. LANSING

**L**AST October three young brothers, Albert, Maurice and Samuel Levan, having secured a lease of desirable corner property at Walnut and Fifth streets, Philadelphia, opened a cigar store on the ground floor, with an entrance on each street. Only one of the trio had any experience in the fountain service line and he had been employed at it for only three months prior to the opening of their store; yet all felt that a soda fountain and luncheonette would not only prove an added attraction to the cigar end of the business but would draw a large percentage of the many girl employees from the offices of the district.

In this they were right, although told by numbers of their acquaintances that the soda fountain would prove a drag, especially as the brothers had little or no experience with one. "The two departments won't mix," they were told.

The cigar business flourished from the outset. The brothers sold good cigars and tobacco with accessories of those stocks—they had to, for most of their custom was drawn from insurance, banking, brokerage and wholesale mercantile houses abounding in the locality. Their place of business looks out on famous Independence Square, so the brothers called their organization "The Square Deal Cigar Stores Company."

### Soda Fountain Installed

In March, they installed the projected soda fountain. It is a handsome marble affair with two stations, nickel silver pump handles and draught arms, nickel service and drain boards, and ice cream cabinets with like finish. They also put in a tall back bar and fixtures in keeping with the general character of the other woodwork. They obtained the services of two dispensers, but at first found considerable difficulty in finding anyone who could make up their fruit syrups on the premises. Finally, Maurice, who had been three months at the trade prior to opening the store, but who never had occasion to make syrups, sent for an expert in the line, who spent two hours in drilling him carefully in the principles and practice of



*Tobacco Department Must Hustle to Beat Sales Record of Fountain*

syrup preparation. At the end of that time, by dint of intense concentration, he had learned his lesson perfectly and thereafter was not only able to prepare all the syrups himself if necessary, but was also qualified to instruct his dispensers. No further trouble along this line ever developed.

"Those first six months were hard though," says Maurice Levan in recounting the brothers' struggles. "This was especially true of the buying end. We were 'green-horns' at it and couldn't help showing it at first, so of course now and then somebody would take advantage of that fact. But we soon learned the tricks and they found out we knew and let us alone then."

The brothers kept the two departments—cigars and fountain—absolutely separate and by comparing sales of cigars before and after the installation of the fountain and by noting whether the fountain business increased in proportion to the increase in the number of cigar and tobacco patrons, were able to tell quite accurately the resultant benefit to each department.

### Fountain Business Proves Profitable

They soon ascertained that the soda fountain was not only a valuable auxiliary to the cigar, cigarette and tobacco trade, by drawing customers who purchased "smokes" after coming in for sodas, ice cream or luncheon; but that it was profitable anyway, from the large number of girl customers; and that the regular cigar, cigarette and tobacco patrons bought freely at the fountain after making their other purchases. Each department not only helped the other, but each was a success on its own hook.

The fountain trade now constitutes no less than forty per cent of the business, though it has been running only since last March.

The brothers now have a snappy cigar store, much after the general order of the chain tobacco shops and a pleasing



*Cigars and Sodas Do Well Together*

# Bank Gives Way to Soda Fountain

*Quaker Tea Room, Fond du Lac, Occupies  
Premises of First National and Installs  
Fixtures in Directors' Room*

By W. C. SALIS

THE Quaker Tea Room, Fond du Lac, occupying the main floor of the old First National Bank building, and one of the liveliest enterprises in the city, was formally opened to the public, June 1st.

There was a great surprise in store for the visitors as nothing short of the wonderful has been accomplished in the efforts of the proprietors in providing the city one of the most up-to-the-minute and best appointed places of its kind in the state. It had long been wondered why Fond du Lac had never had a real tea room. They have been established in many cities over Wisconsin and have proven immensely popular.

Those who retained in their minds a picture of the interior of the old First National Bank were agreeably surprised at the transformation that had taken place to make quarters suitable for the new business. With a good foundation to work upon, one of the handsomest business interiors in the city has been made. The walls are painted with a lavender shade with gold panels on the side walls. The ceiling is done in a lighter shade of lavender while the stucco work is painted in old ivory and decorated with gold striping. The main room is covered with a tile floor while the woodwork is rubbed mahogany finish. The private room at the front of the bank building has been transformed into a rest room. It will also be used for serving private parties, a table being ready for installation which will accommodate twelve guests.

The directors room at the west extremity of the building will be refurnished to correspond with the main room when time permits. This room is to be used as the cafeteria. It also provides space for a modern white marble iceless soda fountain and ice cream chest. There are also a gas range, sanitary sink, cupboards, and other fixtures incident to a well appointed kitchen.

The main room with its handsome decorations is furnished in a manner equally pleasing to the eye. The furniture and tables are all of the wicker style enameled a rich shade of gray. There will be accommodations for one hundred guests at one sitting.



*Another View of the Beautifully Appointed  
Quaker Tea Room*

The tables are stationed along the walls and are lighted with individual table lamps made of mahogany, fitted with dainty shades. The main light fixtures are inverted wicker bowls trimmed with chintz. The draperies for the windows are also of imported chintz. Lace curtains complete the window settings. There are ferneries for each window, floor lamps to correspond with the wicker furniture, bird cages of the same design and fish bowls, all harmonizing in a very pleasing way to make a pretty and artistic interior.

Easy arm chairs stuffed and upholstered with chintz are provided for the rest room. Public telephone service is also provided.

The public is being given real service. The new management serve a business lunch every day at the noon hour. They also serve ice cream and ices at all times French pastries, delicacies of the season in the way of fruit cream combinations, soda water, sundaes of various descriptions, provide complete service in the nicest of surroundings.

The tea room also sells chocolates put up under their own name plate. Quaker Sweets as well as Quaker service for the first grade is the watchword of the institution.

The management of the Quaker Tea Room has been placed in the hands of Ernest Lucia, a well known Fond du Lac young man, who is of proven industry and ability. He has been engaged in this line of work for the past ten years, having at one time had charge of the Kremer fountain and also the Ruh fountain of this city. For a time he worked at the same business in one of the leading stores of Racine, Wisconsin. A competent caterer has charge of the cafeteria and at present a chef is employed as well.

The Quaker Tea Room is essentially a local institution and is so financed. It is an incorporated company, capitalized at \$10,000. The incorporators are Ernest Lucia, L. J. Baker and H. T. Hierl, all young men of this city.

The boys have adopted as their slogan, "Take her to the Quaker."



*This Doesn't Look Much Like a Bank Now*

# Green Lantern Attracts Headlights

Lincoln, Nebr., lovers of the ice cream soda, the malted milk, and the delicious sundaes no longer have the bother of getting out of their cars and sauntering into a drug store for their little drink since the opening recently of the Green Lantern, a curb soda fountain which bids especially for automobile trade.

The fountain is located in a little brick and stucco building on a corner just away from the best theatres but off the main thoroughfare of the city. It has windows on all sides and is lighted on either side by a green lantern. Inside is a large marble fountain and woodwork of white enamel.

A half dozen "car chasers" wait on the customers. Whenever a car parks at the curb there is a boy on hand to take the order. He rushes it into the little building where several dispensers are ready to see that it is filled. The order is served in the car and when the patrons are through they indicate the fact by turning on their headlights, if it is night, or whistling if it is day time. They pay the waiter and drive on their way. A cashier makes ready change for the waiters and the service at the Lantern is unexcelled anywhere in town.

The fountain was started two months ago by Leslie Bradford and Chester Krezy and has been doing more than a rushing business ever since.

## \$100,000 SODA ROOM PLANNED

**Fortune-Ward Company To Erect Imposing Soda Establishment at Union and Belvidere Streets, Greene, N. Y., To Care For Automobile Patronage**

W. H. Fortune, proprietor of Fortune-Ward Drug Company, announced July 16, that a sale of the lot at Union and Belvidere streets was completed several days ago and that he will build on that site a symmetrical structure which in every detail will harmonize with the residences of that exclusive section. The property, which was owned by the Countess Isnaggi of France, who once lived in Natchez, Miss., was sold to Mr. Fortune for \$18,500.

It is planned to erect on the lot a soda and lunch room costing \$100,000. According to Mahan & Broadwell, architects, work on the building will begin in the fall, so as to have it ready for service by spring.

The lot, which is 250 feet square, is on a high terrace. The building, of country club type, will be situated 50 feet from the sidewalk. It will be of hollow tile and smooth stucco construction and surmounted by a tile roof. The building will be as nearly fireproof as possible.

The soda room will have a frontage of 150 feet and it is to have numerous French windows. The roof of the spacious veranda will be supported by colonial columns.

Mr. Fortune states that the plans are to erect a building which will in no way detract from the elegant surroundings of the neighborhood, but, on the other hand, will enhance the appearance of the section. A landscape gardener will be employed to beautify the grounds. There will be a sunken garden and two circular driveways, one beginning at the intersection of Rozell avenue, winding around the rear of the building, with exit at Belvidere; the other beginning at Belvidere, encircling the garden, with exit at Rozell. The driveways are of a width sufficient to allow three automobiles to pass one another. The plans contemplate parking space for 150 cars.

Two side porches, a front porch and two pergolas in

The idea originated, in all probability, from the practice of one of the leading drug stores of having two or three boys stationed just outside of their doors ready to take orders of any persons in cars who did not care to enter the store.

But even though the fountain caters mostly to auto trade it has several tables for walking customers. These are set on the lawn in the warm summer evenings and taken within when the weather is unfavorable.

A small section of the building is set off in the rear for a dish washing room and it keeps the dish washers busy all the time from dark till well past midnight to keep the dispensers supplied with clean dishes.

Considerable difficulty was experienced when the Lantern first opened by the patrons tooting their horns when they wanted service. People living in the neighborhood complained to the police and several arrests and fines were made. The proprietors of the establishment offered to reimburse all those arrested for these offenses but in no cases was their offer accepted. Since the tooting scare the patrons have taken to the whistle in the day time and the use of the head lights at night. The chasers are constantly on the watch and ready to run for either a whistle or a light. And there are few times during the day they are not "running the cars."

the rear, in addition to interior space, will be provided for service of the customers. The design contemplates dining rooms for private parties. The honking of horns and catcalling by the impatient, which seem to be the necessary evil of all soda rooms, will be obviated by the employment of a crew of waiters large enough to take the orders of guests immediately upon their arrival. This organization of service will eliminate the chief objection to such an institution.

Mr. Fortune denied any possibility of abandoning the establishment at Union and Somerville streets. The manufacturing end of his business will be continued at its present location.

## RICHARDSON DISCUSSES NORMALCY

Mr. Alick G. Richardson, president of the Richardson Corporation, manufacturers of soda fountain staples, has a sound idea of the methods which must be followed to get back to normal conditions.

According to Mr. Richardson, normal conditions means pre-war conditions and the sooner we can get ourselves on that basis the better for all concerned. Applying these ideas to the soda fountain, he advocates the maintenance of the highest standards in quality and service, coupled with careful attention to every detail connected with the business.

Every soda fountain man, he says, should be in a position to know his costs accurately to the last fraction of a cent, that he may be able to satisfy the demand for lower prices, insofar as is desirable, without incurring the danger of selling his product below a reasonable price.

Maintenance of quality and strict and intelligent application to business, says Mr. Richardson, will surely bring the soda fountain industry triumphantly back to a sound, safe, normal basis.

## PENNSYLVANIANS FOND OF SODA

The report of the collector for the eastern district of Pennsylvania for 1920 indicates a consumption of \$11,000,000 worth of sodas, ice cream and soft drinks, while the candy bill was nearly four times that or \$42,000,000.

# Ex-Saloons Said To Be Losing Out

## Fort Wayne Establishments Which Have Been Converted Into Soft Drink Parlors Seem Unable to Compete With Fountains

By FRANK H. WILLIAMS

**I**S THE ex-saloon which is now masquerading as a soft drink parlor, about to pass down and out?

This is the question which is agitating the minds of some of the proprietors of the few remaining places of this character in Fort Wayne, Ind., following a summarizing of the business they have been doing this summer. This stock taking discloses the fact that business in the local soft drink parlors has been only about fifty per cent of what it was a year ago. And the soft drink parlor proprietors are wondering if it is ever going to pick up again.

Of course various reasons for this slump in business are advanced by the proprietors.

"The slump is entirely due to the fact that there are several thousand men out of employment in Fort Wayne," declared one soft drink man. "There are now more men out of employment in Fort Wayne than has been the case for a number of years and, of course, this has its effect. The men simply haven't the money to spend for drinks and so they don't come around any more the way they used to."

All of which seems logical enough and would seem to be a perfectly good reason for the slump. But not all the soft drink men blame the slump upon the same factor.

### Too Hot for Ex-Saloons

"It's the hot weather," declared the proprietor of another soft drink parlor. "It's too hot for the men to come down-town. Last year at this time we had a lot of men always hanging around the place watching the baseball scores and talking about baseball matters and athletic events and so on. Now there's nobody hanging around the place and the reason is, it's too hot. Our business always picks up when cool weather comes along."

This last sentence sounds rather queer in an ex-saloon, doesn't it? Do you remember the old days when the saloonist always wished he had a pipe running from the brewery direct to his place when hot weather began jamming the men into his place of business by the hundreds?

But while these explanations are interesting and probably have a lot of truth in them, the real reason for the slump in the business of the ex-saloons is probably an entirely different thing. The real reason for this slump is probably the fact that the ex-saloons are not keeping pace with the times.

Let's inspect a typical ex-saloon and see what it looks like and then see how it affects the alert, live wire man of the present day.

The ordinary soft-drink parlor which is located in an ex-saloon has the typical appearance of the former saloon. The same old fixtures are there, the same lunch stand in the corner is there with hot hamburger sandwiches ready for those who wish to eat. The same red-faced barkeeps are behind the bar and about the only really noticeable change is the fact that instead of the array of shining glasses behind the bar this space is now occupied by punch boards, candy boxes, cigarettes and miscellaneous junk of one sort and another.

Without the rosy alcoholic haze which used to envelop the old-time patron of the bar, the place looks dingy and dirty. Especially is this true of many ex-saloons which

fail to keep up their appearance as well as they did in more prosperous days.

Just as the appearance of the place is dingy, so the conversation of the barkeeps and the regular customers is dingy.

"Wouldn't a long stein of good beer go down easy, eh?" ejaculates the barkeep.

"You bet," says the patron, "after all there's nothing like beer."

"You said something," says the barkeep, "I can't go this near beer stuff at all and I'd just as soon drink water as these soft drinks."

All of which is fine for the place's business, isn't it—knocking their own business that way?

The main topic of conversation in most of the ex-saloons is a bemoaning of the fact that the dear, dead days have departed.

Now all this talk about the good old days and the delightful qualities of beer was all right just after prohibition was put into effect in Indiana. But when it is continued hardly without a let-up for several years, it begins to get rather tiresome. And some of the former regular patrons of the soft drink parlors seem to have found it so and are now going to other places where the conversation deals with topics of the day and not with the greatly mourned past.

### Few Have Installed Fountains

In no way does the ex-saloon demonstrate the fact that it belongs to the past and not to the present more thoroughly than by its equipment. The ex-saloon, as a usual thing, has no soda fountain. It deals entirely in near beer, bottled drinks, sandwiches, gambling devices of one sort and another and salted peanuts. The proprietors, as a general rule, have scoffed at the soda fountains, but the soda fountains are getting the trade nowadays. The corner cigar store very likely has a clean, sanitary fountain with a snappy dispenser in charge and all the drug store and confectionery fountains are also clean and sanitary. The patrons of the ex-saloons and of the modern fountains cannot help noting the difference and being impressed by the dinginess of the ex-saloon.

Still another reason for the passing of the ex-saloon is undoubtedly the fact that men are coming more and more to like the menu offered at the typical modern soda fountain. Time was when it was thought that fountain dishes were only for youths and ladies. Now the former booze hoisters or at least a goodly portion of them have discovered that the drinks served at the soda fountain are really worth while. They have discovered that while soda fountains may not carry a kick, they at least quench thirst and have a delight that is all their own.

Among those local people who are conversant with the situation it is predicted that within a comparatively short time the ex-saloons which are now operating in this city as soft drink parlors will fold their tents and silently steal away. And it is also predicted that the soda fountains will continue to grow in popularity from year to year. What is true of this city is also undoubtedly true of other cities where the saloons formerly flourished like the green bay tree.

How is it in your city?

## Extract||Men Discuss Prohibition

*Difficulties of Trade With Volstead Enforcement  
Rulings Furnish Chief Topic at St. Louis  
Meeting of National Association*

**T**WO hundred delegates representing the Flavoring Extract Manufacturers Association of America, concluded the 12th annual convention of the organization at St. Louis, Friday July 15, after a three days session, July 13, 14 and 15. The organization represents an industry capitalized at more than \$100,000,000 and in which approximately three hundred factories are engaged.

This years meeting was the most important ever held by the association, as some problems of vital importance confronted the industry.

For the first time since its organization, a St. Louis representative was made a member of the Executive Committee and President Heekin stated that the convention was held there because St. Louis was recognized as being one of the largest flavoring extract centers in the United States.

The following officers were elected at the final session of Friday: R. E. Heekin, President, of the Heekin Company, Cincinnati, Ohio; L. B. Parsons, first vice-president, of Seaman Bros., New York City; Gordon M. Day, second vice-president and secretary, of Day-Bergwall Co., Milwaukee, Wis.; R. H. Bond, third vice-president, of McCormick & Co., Baltimore, Md.; F. L. Beggs, treasurer, of The Styron-Beggs Co., Newark, Ohio.

The members of the new executive committee are: E. P. Price, of Price Flavoring Extract Co., Chicago, Ill.; Fred Rogers, of McMonagle & Rogers, Middletown, N. Y.; John T. Stutz, of Forbes Bros. Tea and Spice Co., St. Louis, Mo.; G. C. Davis, of Davis Mfg. Co., Knoxville, Tenn.

The subject most under discussion at the sessions was the alcohol question which has caused the extract manufacturers untold trouble. On the opening day this was brought up in the report of the legislative committee which was presented by R. H. Bond, chairman. Before reading the report of that committee, he stated that an attempt is being made to put a bill through Congress which will give one or two officials the power to stop the manufacture of flavoring extract products. In the original Volstead act, he said, the flavoring extracts are excepted if they are unfit for beverage purposes. The present bill, which has been reported out favorably in the Senate, makes a change in the formula necessary and even allows the commissioner to revoke the permits if he thinks the extract is being used for beverage purposes. No normal man can drink flavoring extracts and just because a few swallow lemon juice extract, is no reason why the industry should suffer.

Mr. Bond's report was in part as follows:

"The situation which confronts our industry is becoming increasingly more difficult and the legislation which is aimed at it, both in the National Congress and the State



R. E. HEEKIN, Pres., and L. B. PARSONS, First Vice-Pres.  
of Extract Association



Legislatures, is becoming increasingly restrictive and harder and harder to defeat. Many manufacturers of flavoring extracts thought that with the passage of the present National Prohibition Act, the greater part of our troubles were over. However your committee did not agree with this view and unfortunately, its judgment has been borne out by facts.

"There have been forty-two State Legislatures in regular session since January first and a number of special and extraordinary sessions of the legislatures of several states have been

held. It has required the greater part of the time of the chairman of your legislative committee and a considerable part of the time of his office force to help to defeat or modify bills which either would have sounded the death knell of the industry or have thrown such impractical provisions about it as would have made it impossible to successfully conduct business. While several different kinds of destructive bills aimed at our industry have been offered in the different state legislatures, those which have given us the greater concern and trouble have been prohibition bills.

At the Thursday morning session, Dr. Doran, head of the industrial bureau of the Prohibition Enforcement Division, Washington, in place of Roy A. Haynes, who could not attend the convention read an address on "Non-Beverage Alcohol for Use in Flavoring Extracts." In a letter accompanying the report, Mr. Haynes said the department of the law enforcement of prohibition, would be conducted regardless of personal views.

In part, the address stated: "Knowing that alcohol is a large item of expense in the flavoring extract business and its procurement and use during the past year and a half is a matter of some little concern, I am convinced that if satisfactory substitute should ever be found to be commercially satisfactory and be capable of producing a meritorious commercial article as may now be produced with alcohol, it will be adopted as rapidly as it is possible to do so."

The remainder of Dr. Doran's address was devoted to an outlining of the methods by which flavoring extract manufacturers may legally obtain a supply of alcohol to be used as the base of their products.

An informal banquet was held at the Hotel Statler, Friday evening, July 16, Dr. Samuel H. Baer, of the Blancke-Baer Extract Company and chairman of the entertainment committee was toast-master, other speakers being Carl F. G. Meyer, president of Meyer Brothers' Drug Company; Carl Baer, of the Development Service of the St. Louis Chamber of Commerce, and R. H. Bond of McCormick and Company, Baltimore.

# September Opens Fall Candy Season

*Coming of Cool Weather Means Increased Demand  
for Sweets and Live Confectioners  
Are Planning for It*

By W. B. STODDARD

**G**OLDEN September offers the confectioner golden opportunities, there are so many channels into which trade-getting publicity may be directed. In the first place, it is the opening of the Fall season, and this can be as simple or elaborate as desired. It is also the opening of school, and a strong play should be made for the patronage of the high school and college students. Lastly, it is the month supreme for auto trips and picnics, including the big Labor Day picnic, and this trade is profitable to the live confectioner.

The advantage of having a special table for the high school pupils, where they can meet to discuss school and class affairs, has been mentioned before. This would be an especially effective publicity plan in early September, when school teams are forming and class societies being organized. A letter addressed to the manager of the High School Athletic Association, and the President of the Literary Society, informing them that special arrangements had been made for their comfort and convenience at Blank's confectionery, and that a special table had been set aside for them, where they could talk over field, track and debating affairs undisturbed, would be sure to flatter the young people, and result in making that particular store the rendezvous for many an animated school meeting.

There should be no strings to this offer, when they come to the table they should not be solicited to purchase or made to feel that purchases were expected. Such an attitude would soon result in making them give the store a wide berth. But, to use a homely old comparison, "there's more ways than one of killing a cat," and if the confectioner's wares are displayed in tempting array in close proximity, there is no danger that they will not sell themselves.

The table itself—preferably round, as more people can be gathered about it conveniently, should be of



*Purchasers are Always Attracted  
by Displays of Candy Materials*

the glass top variety, with a space beneath the glass for displaying candy and other confectioner's novelties—little lunch favors of baseballs, footballs and basket balls filled with candies. The display should be changed at least once a week, so that each time the young folks gather about the table they will see something new to attract their attention.

Care should be taken in the selection of the candies displayed if the best results are to be obtained. It should be remembered that the cheap candies which delight children are beneath the notice of the youths and maids, but it should also be taken into consideration that their spending money is apt to be somewhat limited, and the de luxe packages that appeal to the collegian and business man are usually beyond them. Candies of the fifty and sixty cents variety will find the readiest sale, with a little of the one dollar variety at the different holiday seasons.

The invitation extended formally should be gotten up in a dignified manner, on good stationery, and personally signed, for young people take themselves very seriously. Then, when they accept the invitation, they should be made genuinely welcome. The names of the leaders in school activities should be learned, and a cordial but unobtrusive interest shown in all school plans. It is a good idea to have the school table built around a pillar, if possible, and this can be decorated with the high school pennants, and also serve as a bulletin board for announcing athletic meets, debates, school plays, and other forms of entertainment to which the general public is invited.

The opening of the Autumn season is usually more dependable than that of Spring, as the weather is more stable. Labor Day is the time to inaugurate the new season, as it is a holiday and everybody wants to celebrate. If there is a celebration, and almost every town has one, a special invitation should be sent to the secretary of the local federation, inviting its members to make use of the store in their conferences regarding the details of the occasion, and offering checking facilities to out of town guests, and suggesting to all that they use it as a rendezvous for meeting friends, relatives



*Window Features Candy Containers  
Made to Imitate Fruits*



and fraternal delegates. There should also be printed bills for distribution on the day of the picnic or celebration:

#### WELCOME COMRADES!

After the exercises bring your sweethearts, wives and children to

#### The Palace Sweet Shop

Stock up on taffies, mints, limeades and other cooling confections

Stop a bit at our fountain and try a delicious fruit drink

And don't forget that we handle ice cream—

#### The Velvet Kind

The store should be adorned with green branches, in order to make it as cool and refreshing as possible. On the other hand, no chances can be taken, and all preparations must be made for serving an abundance of hot coffee and chocolate in the rare event that the day should turn out cold and rainy. With these, of course, should be served sandwiches of different kinds, neatly made and each wrapped in dust proof wax paper.

The windows need special attention at this time, as they attract many who do not as a rule read printed ads of any kind. Carrying out the luncheon idea an especially good trim was recently used by a St. Louis store, which showed in the center of the window a figure of a chef, holding in one hand a plate containing several sandwiches and in the other a cup of coffee. Down front were large wicker baskets heaped with gay hued pears and peaches, papier mache, to be filled with little candies. Cards along the wall observed "Eat at our cafeteria lunch counter." "Reduce the high cost of eating—Patronize our lunch counter and soda fountain." "Try our breakfast specials—Coffee, cantaloupe, doughnuts like mother used to make, and fresh rolls." A tall card at one side of the window listed an attractive number of fountain beverages and confections.

A very attractive showing of a single kind of candy was made by Spohrs, Chicago, who featured cocoanut kisses. On a mass of red velvet, with a sheet of waxed paper to prevent the candy sticking, was a huge cocoanut kiss, 18 inches in diameter, and a foot high, stuck full of small flags. Cards said, "The largest cocoanut kiss on which we have any knowledge." At one end was a mass of shredded cocoanut, "The best cocoanut for each kiss," and at the other a mass of fondant, "Vanilla or chocolate fondant for our superfine cocoanut kisses."

In the rear, on pedestals, were boxes of the mixed vanilla and chocolate kisses, between which was a card announcing them as "Today's Special—60¢ a pound." A card of invitation suggested, "Would you like a generous sample of this dainty confection? If so, our sales ladies would be pleased to give you one." In the other window they showed girls in white, wrapping the cocoanut kisses in waxed papers, and above their heads was a card, "Do you want a kiss?"

#### CANDY COMPANY MORTGAGES PROPERTY

**Loft, Inc., Raises Million and a Half by Ten Year Mortgage on New York and New Jersey Holdings—Loan Bears Six Per Cent**

Loft, Inc., candy manufacturers, procured from the Chatham and Phenix National Bank, as trustee, a loan of \$1,500,000 on its factories and real estate holdings in New York, Newark, Paterson and Hoboken. The New York City holdings involved in the loan are the main factory on Broome and Kenmare streets and Cleveland Place; the building on the southeast corner of Barclay street and West Broadway; the leasehold of 1565 Broadway and the leasehold at the corner of Prospect avenue and 160th street. The interest rate is six per cent.

Officials of the company state that the loan is for the purpose of providing a reserve to cover an issue of bonds which, they claim, are not to be offered to the public immediately, if at all, but are to be held in reserve to meet eventualities which may occur.

There have been rumors afloat for some time that the company was not in the best of financial condition owing to the difficulties which have beset all concerns in that line and the stock which is listed on the New York Stock Exchange has recently sold as low as 8½¢.

#### BEINHAUER COMPANY BANKRUPT

**Candy Manufacturers File Schedules Listing Liabilities of More Than a Million and Assets of Three Hundred Thousand Dollars**

The Beinhauer Brothers Candy Company of 617 West Forty-seventh street, New York, filed schedules of bankruptcy on July 18, listing liabilities of \$1,140,411 and assets of only \$307,081, the main items of which were notes \$125,000, stock \$90,137, accounts receivable \$54,501 and cash \$14,451. The principal creditors listed are the Ferris Land Company with claims for \$447,877; G. H. Beinhauer, \$128,319; E. F. Beinhauer, \$135,577; Warner Sugar Refining Company, \$65,000 and the Harriman National Bank with a secured claim for \$21,188.

At the same time Gustave H. Beinhauer, president of the company filed personal schedules listing liabilities of \$287,503 and assets of \$238,088. The principal assets listed are stock in the Empire Candy Company and accounts due the corporation. The chief creditors listed are the Ferris Land Company and the Harriman National Bank which has a secured claim for \$21,188.

Judge Learned Hand appointed Lawrence Berenson as receiver for Mr. Beinhauer under \$5,000 bond.

#### PROTECTION GIVEN FOUNTAINS

**Sidewalk Vendors of Fake Orange Drinks to be Compelled to Mark Their Beverages as Artificial or Pay Fines for Law Violation**

Philadelphia proprietors of side-walk gushers of orange drinks who use anything in the making but pure orange juice, sugar and water will soon be hanging notices of artificiality in conspicuous places or pay fines.

Robert M. Simmers, special agent for the State Bureau of Food, has gathered samples and will get warrants ready for those who have been using syrups and citric acid powders and didn't say so. The State law allows nothing but pure orange juice, sugar and water to be sold under the name of orangeade or any other deceptive variation.

Many of the orange juice substitutes are harmless and taste good, but the vendors rarely take the trouble to tell the thirsty customer what he is getting.

In the past month a number of orange drink palaces have started up in town and have been doing well. They have shiny machines trimmed with real oranges and a man on a ladder who squeezes one into the shoot about once in five minutes.

But down below the dispensers drain off a gallon or more of it every minute and it is too rich looking and highly colored to come from the meager squeezing of the man on the ladder.

Syrup with concentrated orange juice and "some" citric acid cuts the cost per glass to one and a half cents by eliminating the prohibitive cost of three to five cents apiece for real oranges. But however tasty the drink may be, it doesn't make an orange drink according to the law and that's where the fine comes in.

The real orange drink is light amber in color; the other kind is almost Titian.

# Luncheonette Department

Conducted by EMMA GARY WALLACE

## Science Supports Luncheonette Idea

**C**ONSULT the average individual about his food likes or dislikes in the summer time, and he is sure to say, "Give me something cold—something simple—and little meat!" Yet as a matter of fact, this same person will go to an eating place and will order much the same kind of food as he selects at any other season of the year.

This is partly due to habit and the establishment of cultivated tastes, and partly due to the demands of the body. An individual who has been accustomed to certain food elements of a fairly hearty nature will actually miss the energy produced by such foods. That same person may be satisfied for a meal or two with light, simple, cold things, and then there will be an increased craving for something substantial and nourishing.

The American people are a good deal like a flock of sheep as far as their ideas are concerned. Someone will formulate a theory and lay it down as a rule or principle; then this will be widely quoted and accepted perhaps for years as the gospel truth. It takes a brave and a forward-looking soul to combat or refute such ideas, and yet many times we are amazed that the common sense of the refutation has not impressed us as the result of our own reasoning long before.

Dr. Woods Hutchinson writing in the July issue of the *Ladies' Home Journal*, offers some very practical and logical thoughts on warm weather foods and drinks, and some of these ideas have an important relationship to the wholesome service rendered by the soda fountain and the luncheonette.

### More Fluids Needed in Diet

Dr. Hutchinson refers to the text book teaching of some years ago, that the liquid taken by an adult should be three pints a day; then the increase of this to three quarts a day; and finally to our present appreciation of the value of pure liquids, which, in warm weather, for the average individual, should reach a gallon and a half, while those engaged in heavy, hot work may take three gallons with benefit.

In proof of the latter contention, he refers to the daily ration of well-prepared parties going through Death Valley or the Mohave Desert, as five gallons per day for each person. This is rather startling.

Science now declares that it is all right to drink a reasonable amount with our meals, but not so much that the food is washed down and mastication made unnecessary. The old idea that little if any fluid should be taken is no longer accepted as final, and it is thus evident that pure, wholesome beverages, cool and refreshing, form a tremendously important part in the human economy. There is good reason for there being a soda fountain on every corner.

Dr. Hutchinson who has the courage of his convictions, declares that there has been much misapprehension also concerning summer foods. He says, "The whole crux of the problem of keeping cool in summer, is food." He

rejoices in the refrigerator which helps us keep fresh and sweet those things which we most crave in warm weather. He points out that the staple articles of diet may remain practically the same in warm weather as in cold, for the reason that whenever there is real work to do, we must have real food to do it on.

Besides this, the body transforms food elements into energy, so that many so-called fuel foods can only be so considered because they produce energy, and not because they produce heat. Nature provides us with many delicious fresh fruits and vegetables in the summer time, and as these are refreshing and cooling to the taste, we crave these naturally.

### Frequent Light Lunches Favored

In other days, it was considered very unhealthy to eat between meals and especially in the evening. Now, however, Dr. Hutchinson assures us that "We have been delivered from the ancient delusion that it is unhealthy to eat between meals." Children really need fairly frequent nourishment, and older people are often better if they eat less and eat oftener, than when eating large quantities at intervals of five or six hours apart. This famous medical man and writer, declares that pure ice cream is one of the finest of hot weather foods, containing much of the valuable vitamins.

To come back to the heat question, we cannot do better than to quote Dr. Hutchinson verbatim in relation to foods, the production of heat, and warm weather needs.

"To show more clearly how little our bodily heat has to do with either food or work, it may be further explained that even when our muscles contract and we take heavy muscular exercise, which everyone knows from perspiring personal experience is certainly heating, the 'explosion' which produces the contraction or movement of the muscle gives off no heat whatever. It is only when the blood comes rushing in with its supplies of sugar and oxygen to burn up the waste and reload the muscle cell for another explosion, that heat is produced and this heat is due to the burning or oxidation of the wastes produced by the explosion; clearing away the smoke, as it were.

"So we can eat freely of whatever real and substantial foods our appetite calls for in the summer, without any fear of either over-heating ourselves or causing the diseases and decay of later life which have been so threateningly hung over our heads as penalties for overheating in the hot weather. Of course, it is judicious to cut down somewhat on meats and fats, taking milk, ice cream and cheese dishes in their place. But it is best to keep thoroughly well fed all through the heated term, both to give us strength for our work and to keep up our resisting power against disease."

Keeping these findings in mind, we can approach the preparation of the luncheonette foods with enthusiasm, knowing that we are not as restricted by science as we have been taught to believe in the other days, and also confident



in the fact that such novelty as may be developed in the use of the preferred foods, will be acceptable to the public.

Most fruits are at their best when ripe and in season. We are obliged to depend upon them in preserved form the rest of the year, and warm weather should see them offered in their simplest form.

#### Many Fruits Now Available

Cantaloupes thoroughly chilled and served with powdered sugar or salt; or with a filling of plain vanilla ice cream, are relished by nearly everyone. Grape fruit are not at their best now, and it is wise to give them a rest and to use sliced peaches, plain or with cream, raspberries, blueberries, pears, honey-dew melons, watermelons, cherries, and those fruits which come and go rather quickly, and which we must enjoy when Nature is ready to give them to us. Most of these fruits are at their best when cold and served with a little powdered sugar, or with an accompaniment of plain cream or ice cream.

Many luncheonette chefs are now serving less complicated menus and offering larger portions. For example, a noon meal consisting of a stuffed baked tomato with a couple of cottage cheese sandwiches, fruit, ice cream and coffee, is found sufficient; or again, a salad with iced tea and a dish of frozen dessert, will be thoroughly relished.

Feature these warm weather luncheons. Remember that people do not like to exert themselves to decide what they want. Nine chances out of ten, if you ask them, they will say, "Oh, I don't know! I am not hungry but I suppose I must eat something!" If the work of selection is all done for them in the form of a nicely planned, dainty lunch, they are pleased with the idea, ready to become a purchaser of what you offer and, if the food is good, they are again pleased at the feeling of satisfaction which follows the refreshment.

#### Vegetable Lunches Appropriate

This is the time of year to make the most of good things from the garden. A number of vegetarian dinners may be arranged so as to afford variety for different days in the week and nearly everyone will like these. Here are three suggestions for such luncheons. Ordinarily it is better to serve the main part of the meal on a large plate or a compartment platter. You will notice that the following affords quite a little variety.

##### Luncheon Number One

Cream of Tomato Soup

Rice with a dressing of green peas in White Sauce

Fried Egg Plant

Sliced Cucumber with minced onion and pepper and a little Mayonnaise Dressing

Iced Coffee Parker House Rolls and butter

Raspberry Shortcake

##### Luncheon Number Two

Poached Egg on Toast

Buttered Green Lima Beans

Sliced Tomatoes on Lettuce with Mayonnaise

Iced Tea Fruit Salad

##### Luncheon Number Three

Creamed Cabbage with a top dressing of Grated Cheese

Stuffed Green Peppers

Buttered Carrots Radishes Olives

Peanut Butter Sandwiches with White Bread

Lemon Ice Cream

Ice Cold Malted Milk

The meats offered for the hot weather luncheonette may well be prepared in advance with a gain in convenience and acceptability to the patron. People who are used to meat are inclined to crave a little at least, and meats nicely prepared, served cold, and cut very thin, are most acceptable.

#### Colds Meats Served Sparingly

Cold boiled tongue, cold boiled ham, jellied chicken, pressed veal loaf, pressed cold corned beef, and cold roast beef can be used. A very delicious variation in meats is offered by getting genuine spring lamb. Even the yearling is inclined to be tough. Take either a leg or a shoulder. The shoulder is much cheaper. Have your market man bone either the leg or the shoulder, leaving a pocket for dressing. Prepare poultry dressing in the usual way. Stuff and sew up. The sewing is important so that the baked meat will be solid and will slice right through. A young pork shoulder may be prepared in the same manner, and the cold meat goes much farther than the hot meat. It should be fixed the day before and allowed to become thoroughly chilled.

A sharp, thin, but firm knife is necessary to produce good results in cutting. When serving cold meats, a little garnish makes the dish most attractive. A spray of parsley, a leaf of lettuce at one end of the individual platter or under the slices of meat, a sweet gherkin, or a spoonful of tart, bright jelly, will add much. Mint jelly with a little lemon to go with lamb; a mustard and horseradish sauce for the tongue and ham; catsup for the beef, will be appreciated.

Cheese dishes are really very simple to make. A Cheese Pudding is economical and delicious. Here is a rule which a leading luncheonette proprietor uses with satisfaction. It is offered as the main or substantial part of a meal.

#### Cheese Pudding

1 quart stale bread crumbs

1 quart grated cheese

2 quarts milk

8 beaten eggs

1/2 cup melted butter substitute

1 level teaspoonful mustard

1 level teaspoonful salt

A little paprika

Blend the ingredients into a custard-like mixture. Turn into individual greased molds, or two or three baking dishes. It is not a good plan to try to bake so much in one dish as the outside is likely to be overdone, before the center is set. Put these dishes in a pan of hot water. Bake in a moderate oven until a silver knife will come out clean. Serve either hot or cold.

#### CONTAINERS MUST BE CLEANED AT ONCE

##### New York Board of Health Adopts Regulations Requiring Immediate Cleansing and Non-Use for Other Purposes of Containers Which Are to be Again Used

Section 180 of Article 9 of the Sanitary Code of New York City has been amended in such a manner as to prohibit the storage or transportation of milk, cream, ice cream and other foods in unclean containers. It also requires that all such containers which have been used for food and are to be again used for the same purpose must be cleaned immediately after emptying.

A new section, Section 159-A, is added to the same. No person shall place, or cause, or allow to be placed in or on any street, park, or any open space therewith connected, any empty bottle, can, or other receptacle used or intended to be used for the transportation or delivery of milk, skimmed milk, buttermilk, cream, or ice cream, which empty bottle, can, or other receptacle is to be returned or intended to be returned to the person so transporting or delivering such substance to be again thus used or which is liable to continued use in so transporting or delivering such substance, as aforesaid; nor shall any person place, or cause, or allow to be placed in any such empty bottle, can, or other receptacle, any refuse, dirt, garbage, or filth, or any poison, or any offensive, harmful, or deleterious substance or material whatsoever; nor shall any person place, or keep any such empty bottle, can, or other receptacle, or cause, or allow the same to be placed or kept in any place which is used for storing garbage, ashes, rubbish, refuse, or other offensive, harmful, deleterious, or dangerous substances or materials, or in any container used for receiving or transporting the same.

# Menu Acts as Silent Salesman

**I**T IS important to buy wisely, to exercise the greatest care possible in the preparation of fountain goods, and to perfect the service at every point, but selling the goods through the menu calls for a subtle and high type of salesmanship.

When people sit down and take the menu in hand, and there is no selling punch in the description, they are likely to order the first thing they see, especially if it does not cost much, and to depart in due season without the least inclination in the world to come back.

But a menu which appeals to the imagination and challenges the interest will call forth more generous buying. Moreover, people acquire an affectionate regard for an establishment which exhibits originality and distinctiveness and will go out of their way to eat and drink where they are likely to get something which appeals to the imagination as well as to the palate.

The menus of some hotels put selling force behind every item listed and it is easy to understand why these hotels are renowned for their meals. On the other hand, some equally fine hosteries have as good food, but the dining room patronage is light in comparison. There is a reason.

In the second class of hotels mentioned, ham is listed baldly as "ham and eggs." In the more imaginative hosteries, the same dish is described as "Genuine Virginia sugar-cured ham, fried in browned butter." It takes the second description to make one's mouth water.

Again, on one class of menus appears the statement, "Cantaloupe," and on the other, "Fully ripe, sweet, yellow cantaloupes." People who have ordered this dish only to have a small, green, tasteless hemisphere placed in front of them, are inclined to be skeptical unless they have some such assurance as the tantalizing description of that ripe, sweet, yellow morsel of deliciousness.

It is not unusual to see people sit down and look over a soda fountain menu with a bored expression on their faces. It is as if they said, "Same old two and sixpence! Nothing different, and when you do order, you don't know what you are going to get!"

The public is getting wary of mystery on menus, however, and high-sounding, far-fetched, and ridiculous names have no selling appeal whatever. How much better to say plainly:

Ripe, sweet half cantaloupe with vanilla ice cream or

ripe, sweet cantaloupe half, filled with sliced bananas, dressed with powdered sugar and lemon juice.

Fresh angel cake with almond icing and peach ice cream. Iced tea with lemon.

Fruit salad with whipped cream dressing.

Grape lemonade, large glass.

When we go to buy shoes or groceries or furniture we examine what we consider purchasing and then select according to our best judgment, but ordering from a menu is a different matter. It is exceedingly easy to draw a blank. This is the day when customers want to be assured that they can have their money back if they are not satisfied, or to be given an opportunity to try out an article, or to witness a demonstration. In order to reach this attitude of the public mind, the soda fountain proprietor must be exceedingly particular to prevent disappointment in any and every way, and one important way is to sell the customer on the goods by means of the fountain menu.

There is all the selling difference in the world between "ice cream with crushed fruit," and "Jersey ice cream, vanilla flavored with fresh raspberry sauce," and between "Iced Coffee" and "Iced Turkish coffee with cream and sugar."

It is human nature for the customer to want to know what he is getting. He is paying his money and he has a right to have his wishes considered in this matter.

A young woman who particularly dislikes the flavor of chocolate ice cream, was recently heard to exclaim indignantly:

"The last four times that I have ordered anything at a soda fountain, it has turned out to be chocolate in some form—and I hate chocolate!"

There are three ways of putting real pep into the fountain menu.

The first is to have the best possible goods and service to begin with, for there must be no chance for disappointment once an order is presented.

Second, the menu must be attractive to the eye by being clean, plainly printed, properly arranged, in good taste, and the items suggestively named.

Third, the prices must be such that the patron will be satisfied that he has obtained the worth of his money, and not feel outraged or victimized.

A menu which has this sort of salesmanship back of it will succeed.

## GLUCOSE SYRUPS BARRED IN WISCONSIN

### Recent Decision of Deputy Attorney General Opens Way to Prosecution of Sellers of Corn Syrups Unless Labeled as Glucose

Corn syrup and other glucose syrups may be barred in Wisconsin, under a recent decision of R. M. Hoyt, deputy attorney general, unless they are plainly labeled as containing glucose. Prosecutions will probably be sought by J. Q. Emery, dairy and food commissioner, for retailers who offer for sale such products which do not conform to the Wisconsin law in the matter of labeling.

The glucose controversy began in 1913 with the passage of a statute making it illegal to sell in Wisconsin glucose syrups which were not plainly labeled as containing glucose. Suit was brought in 1915 against the Corn Products Refining Company for violation of the statute but a permanent injunction was granted, restraining Commissioner Weigle, the then dairy and food commissioner, from interfering with the sale of the

company's product, on the ground that the statute restricted interstate commerce.

The Hoyt opinion holds that "if cans are not labelled substantially as under the state law requiring the name glucose, that it will not be violating the injunction if the law is enforced against retailers having the cans," and further that "the cans if taken from shipping boxes and placed on shelves of retailers, are no longer in interstate commerce."

Since the present commissioner was active in the fight against glucose in 1913 which resulted in the passage of the legislation it is expected that he will take advantage of the opinion to institute proceedings.

The New Houseman: Thank you for the job, ma'am. But you advertised for a married man. What do you wish my wife to do?

Mrs. Battery: Nothing at all. I advertised for a married man so I could get one who was used to taking orders from a woman.—Boston Globe.

### DISPENSER SUGGESTS A NUMBER OF LITTLE THINGS WHICH MATTER IN PERFECT FOUNTAIN SERVICE

As far as possible, make your dispensing room temperature as comfortable in summer as in winter.

Make the long, flat drinks, the ones without froth or foam, satisfying as to quantity and flavor, and see that they are thoroughly chilled.

Serve frozen goods neatly in perfectly clean dishes. Anything which suggests a sticky surface or a mussy appearance is not appetizing.

It costs less to have worn spoons replated than to run the risk of losing customers. Silver which is well replated will wear as long as new.

Do not leave soiled dishes or silverware on the counter to prejudice customers.

Fight flies and the summer pests so likely to infest the soda fountain. The best way to fight them is to keep everything so clean that there is nothing to attract them.

Find out what the particular call in your neighborhood is for, and then prepare to meet it.

Advertise consistently. There are still some people in your locality who are not familiar with what you have to offer in the way of refreshment and sanitary service.

In warm weather particularly, the condition of the floor and pavement is bound to attract or to repel. Do not leave this to chance. See to it that some one person has the responsibility of keeping these surfaces in good condition all the time.

Fruits and eggs served at the fountain should be carefully selected, kept in cold storage until wanted, and then properly prepared in order to be delicious and appetizing.

There is no time of year when pure, sweet, ice-cold milk is more appreciated than in hot weather, but it is always a regrettable occurrence when a customer is served with milk slightly turned or warm enough to be displeasing.

Keep the ice cream packed regularly with one-third salt and two-thirds ice, drawing off the water from time to time. By this means, the cream will remain hard and icy particles will not form because the mass has softened up.

Occasionally proffer some courteous service for which you do not expect to get pay.

### PINEAPPLE RECIPES AVAILABLE

The Hawaiian Pineapple Packers' Association, of 58 East Washington st., Chicago, have recently issued a valuable booklet on Pineapple Recipes. It contains a large variety of tested formulas for soda fountain as well as for domestic use. No doubt copies will be furnished gratis to any soda fountain owner or dispenser who applies for the same.

### FAMOUS SODA FOUNTAIN PASSES

Renwick's of Princeton, Made Famous by Owen Johnson's Stories of Prep School Life As the Home of the "Jigger," to be Replaced by Restaurant

The soda fountain has made too little impress on the literature of the United States for us not to regret the passing of one of the few such establishments which have attained fame through their literary connections.

Renwick's the sacred abode of upper-classmen at Princeton, is about to pass into history. When the students return to school next September they will find a new, up-to-date restaurant in the place of the old ice cream parlor, and another Princeton custom of years will have become only a memory.

Twenty years ago John B. Renwick opened the store in Nassau street, opposite the campus, and it has been the rendezvous of undergraduates since its inception. At all hours of the day one could find a crowd of undergraduates around the soda fountain buying drinks and frozen delights from "George," the negro attendant.

The "jigger," made famous by Owen Johnson in his Lawrenceville stories, ruled as favorite. This is a paper cup filled with ice cream topped with chocolate syrup and "cheese." This "cheese" is known in the outside world as malted milk, but to the Princeton undergraduate it is always "cheese."

In the morning usually there is a line of about fifty students who have dropped into the place for a few buns and a cup of coffee before running for an 8 o'clock class. Daily from 7.55 to 8.05 there is a line of men who have "slept over the alarm" and have just time to get a bracer and then run to McCosh Hall, 300 yards away. Then throughout the day there is a run on the drinks, pastry, buns and smaller things which students take as food.

Meanwhile to the student Mr. Renwick is unknown. Many think that his bookkeeper, Mr. Looney, is the owner of the place and call him "Mr. Renwick." But all agree that Mr. Renwick is in good financial position wherever he is.

Just why Mr. Renwick sold his place is not known, for the business was profitable despite growing competition. But, whatever the reason, carpenters are busy remodeling the place into an up-to-date establishment and Renwick's, as Princeton men of the past have known it, is passing.

### ROOT BEER CHAMPION CROWNED

Westfield, Mass., Boy Succeeds in Drinking Nine Glasses of the Beverage But Fails in Wager to Dispose of Ten Drinks in Succession

John Mohak, a 14-year-old boy, of Westfield, Mass., qualified as the junior root beer champion of Massachusetts when he succeeded in downing nine glasses of the beverage. The responsibility really rests with Edward H. Hull, druggist, for he started everything by offering the public all the root beer it could drink at six cents a glass.

The boys of the town were determined to take full advantage of the opportunity and John wagered a chum of his that he could dispose of ten glasses in succession. The chum tried it and only managed to get away with six glasses but John was made of sterner stuff or else he was thirstier. At any rate he persevered until nine glasses had disappeared but his resolution failed him when the tenth confronted him and the bet was lost.

**SON, LOST FOR FIVE YEARS,  
SOUGHT BY WIDOWED MOTHER  
WHO WAITS NEWS IN VICKSBURG**



**L. B. WRIGHT**

*Whose Mother is Anxious to Locate Him at Once*

Who knows anything of the present whereabouts or recent movements of L. B. Wright, soda dispenser, whose picture is shown above? His widowed mother has been unable to get a trace of him for more than two years and is suffering from no little anxiety in consequence.

In 1914 and 1915, young Wright worked at the soda fountain of Rucker Brothers drug store, Moberly, Missouri. Leaving Moberly, he went to Springfield, Mo., where he and another young man, name unknown to Mrs. Wright, opened an establishment of their own under the name of "The Dearly Confectionery." This venture did not prove highly successful and they either failed or sold out.

Wright next moved to Joplin, Mo., where he was working in Fred Harvey's Soda Grill in July, 1916. The next move was to Kansas City, Mo., where he worked for the same concern at their fountain in the Union Station.

Shortly after this his mother lost trace of him entirely and her efforts to find him only elicited the information, possibly incorrect, that he had been seen in Dallas, Texas.

If anyone knows the present location of L. B. Wright or can throw any light on his movements since leaving Kansas City which will be of assistance in tracing him, will they please communicate at once with his mother, Mrs. W. A. Wright, 1011 Belmont St., Vicksburg, Miss., or with the editor of THE SODA FOUNTAIN.

**EVIDENTLY FOUNTAIN FAILS TO SATISFY**

We reprint the following touching poem from a Canadian paper, identity unknown, merely to show that there are still some unregenerate persons who are dissatisfied with the blessings of the present and, like Lot's wife, must ever cast a backward glance at the pleasures of yesterday.

**Elegy Written in a Deserted Bar-room**

Ice cream cones and candy  
Are preferred by Sue and Nan,  
But as a substitute for whiskey,  
They are not worth a d—!

—Authorship Censored.

**GIRL ATHLETE TRAINS ON SUNDAES**

**Philadelphia's Best Woman Gymnast Says She Eats Her Fill of Fountain Delicacies While in Training And Finds Them Beneficial**



*Miss Ranck is on the Left. Don't you Think Sundaes Seem to Agree With Her?*

Bring on the man, or woman either, who says that soda fountain beverages and dishes are bad for the health. Philadelphia's best all-around girl athlete eats plenty of chocolate sundaes every day and makes no effort to delete fountain specials from her training bill of fare.

Miss Roberta C. Ranck won the title of the city's best girl athlete at the recent sessions of the American Gymnastic Union held in Chicago. She was awarded medals and a diploma according her second place in the United States as a gymnast among the 2,000 girls who competed. She is a daughter of Mr. and Mrs. Marcus Ranck, 124 N. 49th st., Philadelphia.

"I think health is largely a matter of being happy."

said Miss Ranck on the return from her triumph in Chicago. "It makes me happy to eat sundaes and candy. If I avoided them I would gradually begin to get that mariy feeling. I'd be unhappy and consequently not so healthy. I believe with the proper cheerful mental attitude one can eat anything that's within reason. I like sundaes and I eat all I want without any harm to my athletic condition."

At Chicago, Miss Ranck did a fifty yard dash in six and four-fifths seconds and in the standing broad jump she leaped eight feet and four inches. She threw a basket ball 81 feet. It looks as if her claims for the healthfulness of sundaes were indisputable.

The Philadelphia champion girl athlete is five feet four and a half inches tall and weighs 121 pounds. Her athletic career began at the age of six when she took up aesthetic dancing. Later she learned to swim without lessons. She has since then won medals in swimming although she has never had lessons in the natorial art. She is now nineteen and wonderfully easy to look at.

Miss Ranck scoffs at the idea that athletic girls do not make good mothers. As far as making girls masculine Miss Ranck's appearance refutes that idea. She has a soft musical voice, wavy brown hair and blue eyes that are decidedly girlish. Her clothes too are cut along very feminine lines.

Of sleep she says, "I usually get about seven hours of it. In the winter I go to a number of society dances and frequently get less. I never make any attempt to make up lost sleep. Sundaes in the winter I am up at seven o'clock and going strong on the Turgenmeinde floor at 8.30. Of course there are many nights when I get eight hours sleep. Occasionally I get nine, but the average is seven. I don't advocate seven for everybody. But I find it does me. I'm never tired."

### CHINA TAKES TO ICE CREAM

**Thousands of Gallons Are Being Shipped From Vancouver to the Flowery Kingdom to Satisfy the Desire of the Delighted Celestials for the Western Dainty**

Vancouver, B. C., is now a shipping center for ice cream, thousands of gallons of the frozen products being dispatched each month to China, where it is attaining instant popularity. Specially constructed containers, holding five hundred gallons each, are used and it is stated that the ice cream arrives in excellent condition.

The Japanese are not showing the same partiality for ice cream which their neighbors are manifesting, and soft drinks get no welcome in the land of the Mikado. Beer is another matter, according to reports, and the Japs are said to be strong for the beverage which made Milwaukee famous.

There is a sort of poetic justice in the return of ice cream to China for, according to tradition, the product originated there and was first tasted by a European when Marco Polo visited the Middle Kingdom.

### COCA-COLA EARNINGS DOWN

**Semi-Official Statement Places Them At Half Those of First Six Months of 1920—Dividend Action Still Uncertain**

Net earnings of the Coca-Cola Company for May were \$376,680 and for June before charges placed at approximately \$400,000, in a report made July 18 by Dow Jones & Co., of New York. The total net for the first six months were approximately \$1,672,878, as compared with \$3,089,298 for the same period last year.

Sales for the first six months of the year totaled 7,906,771 gallons, against 11,368,865 gallons during the first half of 1920—the banner year of the company.

### FAR FAMED PASADENA OFFERS SUNDAE IDEAS WHICH SHOULD CHARM FOUNTAIN DEVOTEES

In Pasadena, the great tourist center, is located Quinby's Chocolate Shop. Quinby's believes in having fountain specials typical of your store, and as it is famed for its beautiful redwood candy boxes from the redwood trees of Yosemite it therefore serves a

#### Yosemite Sundae

Strawberry, vanilla, and chocolate ice cream  
Pineapple fruit, nuts, and whipped cream  
Also an appropriate

#### El Capitan

Pineapple and orange ice,  
Vanilla ice cream  
Pineapple fruit, nuts, whipped cream:  
Chocolate almonds  
And a sunny California one called

#### Orange Blossom

Vanilla and strawberry ice cream  
Orange ice, sliced orange  
Orange syrup, nuts  
Whipped cream and chocolate almonds

Anyone seeing the exquisite carved boxes on display in the windows would appreciate the appropriateness of the sundaes. These boxes are of many kinds,—one a fallen log upon which stands a perfectly carved bear; another a tall stump surmounted by a life-sized pine cone; a third, a deer standing beside a stump; heart shaped boxes with carved designs and some decorated in oils; all from the Giant Tree region.

William Candler, secretary of the company, declared that there is little likelihood of the directors declaring the preferred dividend, action on which was recently deferred. He said he thought the payment would be made before the end of the year.

Mr. Candler said that June's sales of the company's product were considerably in excess of May's, which totaled 1,907,000 gallons. He declared that July sales already have passed the million-gallon mark and would undoubtedly exceed 2,000,000 gallons, and the best so far this year.

He said the new contract with the Coca-Cola Bottling Company, which becomes effective November 1, will greatly swell the company's output. November 1 the bottling concern's contract calls for syrup at 1.17½ a gallon, against present price of \$1.62½ a gallon.

Reports have filtered into Wall street that a sharp contest is on between two factions in Coca-Cola and that these interests are at present engaged in garnering the stock against the day when the present voting trust expires and control passes to the group able to show the most stock or proxies. Differences of opinion between the one group, now in control, and the other group, which formerly had a great deal to do with the corporation's management, are said to centre about the elimination of the dividend earlier in the year.

Helter: Jones feels discouraged about his bay.

Skelter: Why so?

Helter: He says, judging from what his chums say, he is the father of the only child on earth who do:sn't get 100 per cent in everything at school.—Judge

# Ice Cream Department



Conducted by ALFRED C. FRASER

## Why Sell Bulk Ice Cream?

*Shrinkage Makes it Impossible for Dealer to Get Fair Price for Product—New Jersey Dealers to Dispense by Weight*

IT HAS long been a matter for controversy whether the dealer profited sufficiently from the sale of bulk ice cream to reimburse him for his trouble. New Jersey retailers answer this question in the negative. The dealer not only does not get a sufficient profit but if he is not careful he will get only a loss to show for his work, is their conclusion.

Ice cream prices were bitterly attacked in New Jersey and the manufacturers pointed out that they sold their product at the reasonable price of \$1.10 to \$1.30 a gallon. Why should they be blamed if the dealer sold the same cream at seventy cents a quart, or, as they put it, \$2.80 a gallon.

This brought the matter of shrinkage into the argument and many of the dealers for the first time had an opportunity to realize how great this item actually is.

The actual figures are somewhat surprising to those who believe that a gallon yields four quarts under all conditions. A five gallon can of ice cream as sold by the manufacturer weighs exactly twenty-five pounds net. In order to get four quarts to the gallon, the dealer must sell quarts which weigh not over twenty ounces net. What he actually does sell for a quart is best shown by the following incident.

The writer entered a small store and asked for a pint of a certain brand of ice cream which is now having considerable vogue and which wholesales at the unusually high price of \$1.50 a gallon. The cream in the can was beautifully hard and well iced and did not dip out or pack easily. However the proprietor placed his pint box in the usual metal case and packed it liberally, yet not more so than most customers are accustomed to demand.

When the box was filled the writer requested that it be weighed. The proprietor of the fountain doubtless resented this as reflecting on the measure that he was giving but complied courteously. The box tipped the scale at a trifle over a pound or, allowing for the box, almost exactly sixteen ounces to the pint of ice cream.

This would be very well if the dealer were buying sixteen ounce pints, but he is not; he buys ten ounce pints. In the foregoing instance the dealer was getting only two and one-half quarts from each gallon of ice cream purchased. For this he paid \$1.50 and received, at the rate of sixty-five cents a quart, \$1.62½. Did it pay him to sell bulk ice cream or was he paying for the privilege of handling it?

This is not an isolated instance. On the contrary, it is typical of the majority of cases. The dealer is compelled by law to use boxes of a certain standard size;

he is compelled by his patrons to fill them completely or get the reputation for giving poor measure. On the other hand he cannot get better weight from the manufacturer and, except in rare instances, he cannot charge a price for the cream which will enable him to allow for shrinkage and still make a decent profit.

If you doubt this last statement, consider the following figures. Given ice cream at \$1.20 a gallon, which is a fair average price, this makes the dealers quart, at two and one-half to the gallon, cost forty-eight cents. If we allow a selling price of ninety cents a quart, which is higher than most stores can hope to get, let us see how much money we will make. Waste will bring the cost of the cream to fifty-two cents at the least. Thirty per cent overhead allowance, which is too low for the average fountain, adds twenty-seven cents making a total of seventy-nine cents cost. Barring accidents the remaining eleven cents can be considered as net profit. But what is the net profit when the cream is sold at fifty, sixty or seventy cents?

These are the facts which the New Jersey retailers found confronting them when they studied into the matter of weights and shrinkage and their outcry on perceiving them has made the manufacturers sit up and take notice, after first attempting to ignore the demand of the dealers.

The first move of the dealers was to endeavor to persuade the manufacturers to discontinue the manufacture of bulk ice cream and confine themselves to bricks. This the latter refused to do on the ground that it would entail extensive and expensive alterations to their plants.

Failing in this, the dealers tried to get the Board of Health to ban the sale of bulk ice cream as unsanitary. This effort too came for naught for the Board of Health, while admitting the danger involved in dispensing ice cream in bulk, did not feel that they should interfere beyond using their powers to compel compliance with the customary rules of safety.

It is now said, however, that the manufacturers have been brought to a realization of the retailers grievances and are prepared to come to an agreement with them which will remove the causes for complaint. The compromise which it is hoped will be arrived at is that the manufacturers will agree to sell to the retailers by weight and the retailers will be allowed to sell the cream by the pound in open wooden containers, just as butter, lard and other soft products are sold now.

Such a plan, if adopted, will place the dealers on a sound footing by enabling them to sell practically as many units of ice cream as they buy and will thus permit

them to calculate costs and prices and know exactly where they stand, something which is difficult, if not impossible, today. It will also do much to force or at least encourage the buying of more cream in bricks. If the plan is followed through, there is excellent possibility that it will eventually result in causing practically all ice cream to be made up and sold in brick form.

Incidentally, if this takes place, it will be necessary for a definite standard weight to be set by the authorities in order to protect the public. At present bricks are far from standard and the writer has bought bricks which varied from seventeen to twenty-seven ounces net. This is obviously unfair to the consumer, as unfair as is the present situation to the dealer, and requires correction.

### PURE ICE CREAM VALUABLE FOOD

#### Dealers Should Stress Food Value But Owe It To Customers To Provide Ice Cream Made From Safe Milk

A decided improvement in the milk situation has been brought about through the operation known as pasteurization. Pasteurization when properly done in no wise changes the physical character of the milk or its flavor. Contrary to a belief that mistakenly has been allowed to prevail in some minds, pasteurized milk is not cooked milk. The proper method of pasteurization heats the milk to a temperature of 145 degrees and holds it there for thirty minutes, after which it is immediately cooled to 40 degrees and bottled.

This is of interest to every ice cream dispenser who really has the welfare of his patrons in mind, for safeguarding a city's ice cream supply is just as essential as are the protective measures that apply to the milk supply of a community. Pure ice cream is essentially a milk product and in its preparation none but the purest of ingredients should be used, and none but the cleanest methods employed.

Many people have been wont to look upon ice cream as a confection, rather than as one of the most wholesome foods obtainable. Too many mothers have been prone to frown upon the use of ice cream by their children. It is because of their ignorance of its value as a body builder, especially in juveniles.

Few realize that ice cream is considered a better article of food in the winter time than in the summer. The body fuel it contains makes it rich in heat producing energy. Only comparatively recently has a consistent effort been made to increase its use in the winter time. As a dessert it not only tops off the meal with a wholesome and delicious dish, but it reduces the household expenses for food if so used.

Every child should be given as much ice cream daily as he will eat. It will lessen his requirements for other foods of less nutritive value which cost considerably more, while at the same time it is a most desirable method of assisting a child's growth, both mentally and physically. It is a health measure to encourage the child to acquire the ice cream habit, both summer and winter. It is an all-round food of the first quality.

But it must not be taken for granted that your ice cream supply is all that it should be, unless you have carefully investigated its source. The ice cream dealer owes it to the community to see that his ice cream supply or his milk supply if he makes his own ice cream is above suspicion.

Wife: I've invited a company of the most brilliant people for our dinner, dear.

Hub: Not all brilliant, I hope. We ought to have some dull ones to listen.—Boston Transcript.

### COCA-COLA AFFAIRS STILL CONFUSED

#### Agreement Between Delaware Company and Parent Bottlers Must Still Be Ratified By Subsidiary Bottlers to Be Effective

The status of the litigation between the Coca-Cola Company, of Delaware, and the so-called parent bottlers, involving their contractual relations, is in no way connected with the attack launched in the Georgia courts on the voting trust agreement under which the company is alleged by Asa Candler, Jr., to be controlled by Ernest Woodruff, of Atlanta; Eugene Stetson, of New York, and W. C. Bradley, of Columbus.

The differences between the Coca-Cola Company and the bottlers have been settled, but the dismissal of the litigation and the issuance of a court decree awaits a final ratification of the settlement by the so-called subsidiary, or actual bottlers.

If the actual bottlers decline to ratify the terms of the agreement reached between the parent bottlers and the Coca-Cola Company, it was pointed out Friday, the United States circuit court of appeals has no alternative, but to render a decision in the litigation, which involves the validity and perpetuity of the contract between the syrup manufacturer and the bottlers.

Under the agreement reached between the parent bottlers and the Coca-Cola Company of Delaware, the basic price of syrup will be \$1.17½ per gallon, less a rebate of 5 cents per gallon for advertising expenditures. This basic price does not become operative and effective until the present stock of high-priced sugar has been used up.

The settlement, it was pointed out, involves an increase in the price of the syrup to actual bottlers, and on this account it is necessary for them to ratify the agreement for it to become operative and binding.

The price of the syrup under the original contract between the Coca-Cola Company and the parent bottlers was \$1 per gallon, and parent bottlers sold the product to actual bottlers on this basis. The increase of 12½ cents per gallon in the price of the syrup to the parent bottlers, as provided in the agreement of settlement, will, it is said, make it necessary for the parent bottlers to exact a higher price from the actual bottlers.

### WISCONSIN LICENSE FEES ILLEGAL

#### Opinion of State Attorney General Is That Municipalities Do Not Have Right to Compel Ice Cream Parlors to Secure Permits

Validity of Wisconsin city ordinances requiring ice cream parlors to secure licenses before being allowed to operate, is questioned by the state attorney general's office in an opinion construing the new Severson prohibition enforcement law.

Such regulation is not authorized by the new law, according to the attorney general, who quotes opinions to show that unless specifically delegated by the legislature, cities have not power to require licenses unless for the preservation of health and good order.

"In view of the general principles of law, which are well recognized and firmly established by our courts, I am constrained to hold that an ordinance which merely imposed a license on ice cream parlors without any regulatory provisions in the ordinance, reasonable for the accomplishment of health and good order would be void," the opinion states.

The attorney general's office has received numerous inquiries concerning the licensing provision of the new enforcement law, which many think requires licensing of ice cream parlors. It has been decided that unless non-intoxicating liquors containing alcohol in some degree are sold, that a license is not authorized.

# Real Ice Cream Figures Interesting

## *New Jersey Druggist Gives Trade Benefit of His Experiences in Selling in Bulk and Cones*

Editor, THE SODA FOUNTAIN:

In view of some of the statements which are being made regarding the ice cream business I should like to present the results of my investigations. These investigations date back several years, when I first began to realize that the profit of the soda fountain amounted to little compared with the time and trouble.

One day, the beginning of this period, a customer came in and wanted ten quarts of ice cream, bringing a bucket in which to put the cream, which on measurement I found would hold just ten quarts. As I had a twenty quart can that had not been opened I proceeded to fill the ten quart bucket full and to my amazement found that the twenty quart can was hardly one-third full when the bucket had been filled. This set me to thinking, but did little good, except to show me that there was a great loss in the sale of ice cream.

After this experiment I thought I would dip out a twenty quart tub into quart boxes, but before doing this it occurred to me to weigh the twenty quarts and see how many ounces I was getting to the quart. I found that twenty ounces was the amount and on taking up the matter with the manufacturer I found that according to their figures, which were five pounds to the gallon, that twenty ounces must be about right.

While we receive twenty ounces to the quart, this state, New Jersey, steps in with a ruling that we must give thirty ounces. Cream for which we pay 28c a quart from Philadelphia and 6c per quart expressage makes the real cost as follows:

28c plus 14c cost of 10 ounces extra.....	42c
6c plus 3c expressage.....	9c
Total cost .....	51c per quart.

This does not include rent, salt, ice, labor, etc., and yet the papers complain at a price of sixty cents per quart.

Several weeks ago the ice cream manufacturers came out with large advertisements, telling the public of the great reduction in the price of ice cream and claiming that the retail price should drop from seventy cents to fifty cents a quart. Looking over this from our standpoint, the great reduction was ten per cent, or three cents per quart and since the price was fixed express charges have advanced two cents per quart, making the great reduction, as far as we are concerned, of one cent per quart.

In talking over the price of bulk ice cream with one of my competitors, I asked him how many quarts he could get out of a twenty quart tin. He claims to give thirty-two ounces, or two ounces over the requirement of the state. He said he did not know, but thought about nineteen quarts. I told him my experience and asked him to weigh a can for himself, but he never did it to my knowledge.

A few figures will show you that instead of nineteen quarts to the five gallon can he was only getting about thirteen quarts. This goes to show that we as dealers do not know what we are up against, simply because we will not bother to look the matter up and find out.

Take for instance the ice cream cone. We use a number 20 dipper and we find the weight of a dipper of ice cream to be two and one-half ounces, thus giving only eight cones to the twenty ounce quart. Eight times the seven cents net, received from an eight cent

cone after paying the tax, give fifty-six cents. From this subtract the cost of eight cones at one cent, which they will cost if you count loss, breakage, etc. This leaves forty-eight cents net for a quart of cream sold in ice cream cones. Cream costs twenty-eight cents and with expressage thirty-four cents with no overhead you apparently make fourteen cents on eight cones, but overhead, ice and other expenses will easily cut this down to one cent or less per cone.

If you will figure out everything by weight you can easily determine the cost of cream in any soda or sundae and I feel sure if we would all make these experiments we would have a very different idea of the profit in cream.

It looks very much to me as if we were making the other part of our business pay the ice cream bills, as I doubt very much if anyone can make much with ice cream alone, as it is sold today.

What I have written can be tried out by anyone and I trust someone will take the matter up for the good of all concerned.

Yours very truly,

WILLIS CORSON, Druggist,  
Cape May Court House, N. J.

## CONTINUES BUSINESS DESPITE FIRES

Two Conflagrations in Eight Years Fail to Discourage Proprietor of Salisbury Beach Soda and Candy Shop

Leon S. Willey, of Manchester, N. H., and well known at Salisbury Beach for the excellence of the candy, ice cream and soda which he has sold there for nine years, has an enviable record as a man who has been undaunted by disaster.

He opened his first establishment in 1912 and had just entered on his second season when the disastrous fire which swept the Beach in 1913 left him on the street with only the stock which he had been able to carry in his arms. He immediately leased new premises and in 1914 took the lower floor of the cement structure erected at the corner of Railroad avenue and Broadway.

Later he moved into the Old Ocean Echo and there had the finest soda and candy shop at the Beach. From there he was again evicted by fire, the conflagration of 1920 wiping out his store along with most of the other property at the Beach.

Once more he refused to be discouraged by reversal and now has a double store in which he conducts his candy and soda business. His ice cream, which he makes himself on the premises, is widely known and liked, while his soda fountain ranks in popularity with any at the Beach.

Through all its vicissitudes, Mr. Willey has retained his belief in the Beach and is an active member of the Beach Board, in which organization he has held many offices.

Want Ads in THE SODA FOUNTAIN have brought bigger opportunities to many fountain men. They provide quick service—at a very low cost. Try them—the results will surprise you!



## ICE CREAM MAN CELEBRATES BIRTHDAY

**A. H. Ives, Head of Ives Ice Cream Company, Minneapolis, Has Seen Tremendous Increase in Business He Has Built Up**

Ice cream was considered a luxury forty-three years ago when a single horse drawn delivery wagon carried the products of the Ives Ice Cream Company through the streets of Minneapolis.



Today physicians have declared ice cream a food and the disappearance of the product from the luxury list is visualized in the tons of confection rushed to railway stations and retail stores for distribution by Ives factory daily.

Arthur H. Ives, president and founder of the Ives Ice Cream Company, 128 University Avenue Southeast, Minneapolis, Minn., celebrated his sixty-third birthday anniversary July 10. It was forty-three years ago that he started operations with a ten-gallon one-horsepower

A. H. Ives,  
Pres. Ives Ice Cream Co.  
freezer and a single delivery wagon.

Now one of the largest ice cream plants west of Chicago, the Ives factory produces as high as 750,000 gallons of ice cream a year and distributes it throughout six Northwestern states. The production capacity of the plant is 740 gallons an hour. Five 80-quart and five 40-quart freezers are used. Six glass-lined tanks hold approximately 10,000 gallons of mix. Mr. Ives operates his own ice manufacturing plant and has a graduate chemist as a bacteriologist. He also has his own well, 759 feet deep.

First a farmer, then a retail grocer and then a small confectioner, Mr. Ives nearly a half century ago decided he would prosper best by making his own ice cream the way he wanted it made.

Success has no secret formula, according to Mr. Ives. Work and honest service will bring sufficient rewards, in his opinion. Cleanliness is the watchword in the Ives plant, as even a casual inspection will disclose, and business associates point to this characteristic of the Ives establishment as of equal importance with the insistence on quality and service to his patrons emphasized by the founder.

## HOLD-UP STAGED IN NEW YORK STREETS

**Horton Ice Cream Company Victim of Daring Mid-day Payroll Robbery—Loss of \$34,000 Made Good by Insurance**

In one of the boldest of the many day-light hold-ups perpetrated since the automobile became the popular aid of bandits, five men held up a cashier of the L. M. Horton Ice Cream Company as he was leaving the plant in crowded East Twenty-fourth street, near Third avenue, New York, before noon July 11, and escaped after a chase with cash and checks totaling \$34,000.

One of the five grabbed a black bag containing two days' collections from George Schneider, the cashier, as another fired a shot at an approaching employee, missing him, and then all made a dash for their waiting machine and were off. Pursuit was quickly organized, and twenty detectives in automobiles combed the east side without success after the hold-up men had been lost sight of in Twenty-seventh street, near Fifth avenue.

It was in Twenty-seventh street that the robbers again showed that they would have committed murder to insure their escape. As a small car containing two Horton employees raced after them, the chauffeur of the robber car jammed on his brakes, halting abruptly. Four of the men jumped out and fired a shot apiece in a volley as the pursuers passed. The robber driver, from his seat sent a bullet crashing through the wooden steering wheel of the pursuing car, grazing Floyd Bates, a Horton employee, who drove.

The bullet drilled a clean hole through the wood next Bates's left hand, splintering the wheel where it came out. Of the four other shots fired at Bates's car one pierced the top, and another flattened against a curb, narrowly missing a pedestrian.

Schneider, with Thomas Duffy, assistant superintendent of the Horton Building, with a trusted employee as guard, descended the elevator at 11:30 o'clock. Outside waited their automobile, with Washington La Frazier, a negro employee, at the wheel. Across the street, in front of a garage, stood a green painted Buick.

A delivery man called to Duffy as he left the building with Schneider, so that the cashier was alone on the sidewalk when one of the robbers stepped up to him, and, pointing a pistol at Schneider's chest, snatched the bag and jumped for the waiting machine. It was accomplished so quickly that none of those who may have noticed the unusual happening was able to interfere.

One of the three other men who covered Schneider and watched for a possible counter-attack fired a shot in the direction of the freight elevator as George Landi, a delivery employee, approached Schneider. Landi did not know of the robbery, but was answering a call from Bates's father, who is Superintendent of the delivery department. The bullet went wide as Landi ducked to safety. La Frazier was forced to throw up his hands and could not bring into play the pistol he carried under permit.

E. B. Lewis, President of the Horton Company, who gave out a detailed account of the hold-up, said he quickly got in touch with Police Headquarters and that detectives responded quickly in charge of Captain Busby.

According to Mr. Lewis the Horton Company insured its funds in transit a week before. He said he understood the cash in the seized bag amounted to \$20,000 in bills, several hundred dollars in silver and checks totaling \$14,000. The unusually large receipts, he said, were accounted for by the large consumption of ice cream during the recent hot days. The robbery evidently was committed, he said, by persons familiar with the custom of the company of sending its money to the bank about the same hour every Monday. Schneider, Duffy and La Frazier are trusted employees of long service with the Horton Company, it was said at the offices.

## MUST NOT SALT DULUTH STREETS

Commissioner Phillips of Duluth, Minn., objected strenuously at a recent council meeting to the appearance of Superior street, which he claimed was caused by the dumping of salt and brine by the soda and confectionery shops fronting on it. The matter was referred to Mayor Snively who promised to take immediate action to stop the practice before the street resembled the alkali deserts or the bed of some prehistoric Great Salt Lake.

"Why does Cholly say he drew a lemon at the college dance?"

"Guess he tried to squeeze her."

—Louisville Courier Journal.

## WINS WIFE BY LACE PAPER

**President of Whitman Candy Company Traces Connection Between His Wooing Methods and Present High Prices for Candy in Boxes**

It is because there are no old-fashioned Romeos, lovers who carry peppermint lozenges in a paper bag, that candy is so high. Such is the answer of a Philadelphia candy man to the complaint about the high cost of candy.

The high cost of the "lovers' tax," two dollars a box, has been suggested by statisticians as a menace to the batting average of the marriage license clerk for wedding contracts consummated.

Now for the story of the passing of the Romeo of olden days with peppermint drops and the present high cost of candy:

Once upon a time in the days when skirts were only ankle high an Old Time Romeo called upon a girl. And he brought her choice offerings of violets which he jammed into his pocket and drew them forth with a neat little presentation speech.

But he lost the Girl.

Then along came another boy with the spirit of the Twentieth Century stirring in his chest and violets all done up in lace paper and carefully carried under his mackintosh.

He married the Girl.

Today he is president of one of Philadelphia's largest candy manufacturing plants that turns out candy in boxes with yards of lace paper, plenty of ribbon and other fancy wrappings. With the information he gained in his courtship days he has turned into a first-aid to Cupid in presenting the merits of the Modern Man to the Modern Maid.

Perhaps it is a reminiscent memory of the old lace paper and ribbon that causes Walter P. Sharp, president of the Stephen F. Whitman Candy Company to keep a bag of candy on his desk, from which he munches during business hours, rather than a fancy box of candy. For it was he that won against the old-fashioned lover. And when someone speaks to him of the high cost of fancy boxes he just smiles.

"I don't believe the retailers are profiteering," said Mr. Sharp. "I know we would all like to reduce our prices on candy. Sales are curtailed by high prices. We reduced our candy 25 cents the first of the year so that the price of sugar which has dropped in the year was practically wiped out in that reduction. There have been heavy losses in slumps in material prices and manufacturers were caught with high priced supplies on hand. Our firm with others have swallowed the loss in the interest of readjustment.

"Candy prices are at the present time only 40 to 50 per cent above normal prices. If we were to leave out the vanilla flavoring which I dare say many would not miss there could be a saving. Then there is the price of nuts. Pecans have increased 50 per cent. Walnuts are higher. Jordan almonds cost 70 cents a pound for the last lot that I bought.

"At the peak of prices sugar advanced from 5 to 25 cents a pound. Cocoa beans advanced 150 per cent; candy boxes went up 150 per cent, ribbon went up 125 per cent and many other articles made like advances. The peak of the advance was attained in August, 1920.

"The reason we got away with only a 75 per cent advance in price was because we were enjoying an unusually large demand and quick sales. In the price of candy today you must consider increased labor costs, the 5 per cent excise tax on total sales, increased freight rates, increased insurance and increased rentals. These figures are ignored by the statisticians who show how cheaply a pound of chocolate can be made."

## AS TO CANTALOUPE A LA MODE:

**ALLEN SAYS SUCH DEPRAVED TASTE INDICATES DEGENERACY**

"There are some people from whom one instinctively recoils.

"Deformity of body and even of mind can be overlooked but who can be friendly with the person of depraved taste?

"It is terrible on this campus, where there is so much to lead one to the beautiful and the ideal, to find such people—to find students, brazenly, in the daylight, in public places, eating ice cream and cantaloupe together.

"One shudders and turns away, yet one can't forget. It is impossible not to be saddened by such a spectacle. Even here there are such people.

"They are the people, of course, who wear scarlet sweaters with cerise skirts, who try to read magazines and listen to music at the same time, who approve of the head of Lincoln impaled upon the side of the Campanile. But this somehow seems more than their other crimes, a more fearful and false juxtaposition.

"To take a crisp, juicy melon, needing only a dash of salt to set off its luscious delicacy and to put into it,—actually to put into it a food so antipathetic as ice cream, with its melting richness, its velvet smoothness, to put them together, we say, to eat them together, and then to like the result! It's horrible, it's unnatural, it's almost unbelievable!

"Alas, it's the same tendency that one sees in the neurotic verse of today, where raciness is secured through a vile association of ideas each in itself decent and wholesome. It is a sign of the decadence, of the moral degeneracy, of the age."

So speaks Eric W. Allen, professor of journalism at the University of Oregon and head of the University of California Summer Session, in an editorial in the "Summer Session Californian."

## BUFFALO GETS ICE CREAM EXHIBITION

**Association of Ice Cream Supply Men Announces Decision to Hold 1921 Display For Eastern Section in That City**

The Association of Ice Cream Supply Men has formally announced one regional exhibition for 1921, continuing its policy of the last few years of holding comprehensive displays of machinery, equipment and supplies for the convenience of ice cream manufacturers in different sections of the country.

For the third consecutive year an eastern exhibition will be held, this year in the Elmwood Music hall, Elmwood avenue and Virginia street, Buffalo, N. Y. The dates are October 31 to November 5, inclusive. The two earlier eastern exhibitions were held in Philadelphia in 1919 and in 1920 in Atlantic City and the event has come to be considered of annual consequence.

The exhibition will be fully as large, if not larger, than any of the four the Association of Ice Cream Supply Men has hitherto held. The Buffalo show will occupy a little short of 25,000 square feet of floor space and can accommodate probably 150 exhibitors.

Sentimental Young Lady: Oh, professor; what would this old oak say if it could speak?"

Professor: It would say, "I am an elm."

—Detroit News.

## Trade Notes and Personals

### East

The Boston Confectionery Company, Leominster, Mass., made the best score in ice cream tests made recently in that city. Their cream showed sixteen per cent butter fat. Nixon's Pharmacy took second honors with ice cream of fifteen per cent butter fat. Green's drug store, selling ice cream from H. E. Ashley, of Nashua, N. H., was in third position with fourteen per cent.

—The Smith and Clark Company, ice cream manufacturers, plan the erection of a large and well equipped ice cream plant on Wyoming avenue, Scranton, Pa.

—The Marathon Candy Company of Palmer, Mass., is making extensive alterations and improvements in their Main street store, including the installation of a new and larger soda fountain and other equipment.

—The International Ice Cream Company of Schenectady, N. Y., is said to be planning the erection of a new plant at Kingston and the establishment of a distributing station in Newburgh.

—The Jersey Ice Cream Company of Lynn, Mass., kept twenty-eight two-ton trucks busy over the July Fourth week-end and distributed in three days 15,000 gallons of ice cream to their customers.

—The Northampton Candy Company has opened a store in the Bement Building, Northampton, Mass.

—John H. Brandes of 6 Kitteredge pl., Roxbury, Mass., formerly a clerk at the Boston Ice Cream Company, appeared in the local court July 19, to answer to a charge of larceny from the company of \$1,158.45. The case was continued until July 26 in order to give the defendant a chance to make restitution.

—Albert Eichorn, proprietor of the Meriden, Conn., Soda Shop, has reasons for pride in a letter received from the State Dairy and Food Commissioner complimenting him on the quality of his ice cream. The Commissioner's tests gave Mr. Eichorn a rating of 14.8 per cent butter fat in his vanilla cream and 15.2 in the strawberry, against state requirements of 8 and 6 per cent, respectively.

—The Sharpless-Henkle Ice Cream Company held a formal opening of their new plant in Wilmington, Del., July 27. An elaborate celebration was staged, including band and orchestral concerts, a parade of the motor equipment of the company, a tour of the plant, refreshments and speeches by Mayor Harvey and others.

### Middle West

E. N. Lucia, manager of the Quaker Tea Room at Fond du Lac, Wis., had a recent encounter with a highwayman. Returning in his Ford sedan after taking one of his helpers home he was held up on Boardman street and relieved of his valuables at the point of a revolver. According to Mr. Lucia things are getting serious when they will even hold up a Ford.

—Mr. W. M. Clark, confectioner, Manhattan, Kan., has added an ice cream plant to take care of his increasing business and has removed his retail establishment from the side street where he has done business for a number of years to a prominent location in the center of the city. Mr. Clark attributes some of his success to the invariable rule that each of his employees must study thoroughly *The Soda Fountain* every month.

—The Chocolate Shop, Lemcke Building, Indianapolis, Ind., has relinquished its location, which will be occupied by a new store of the Hook Drug Company.

—T. B. Harned, general sales manager of the Liquid Carbonic Company, is retiring, October 1, to enter the advertising field. His place will be filled by C. J. Palmer, at present manager of the Dallas, Texas, branch of the Liquid Carbonic.

—The Schurtleff Ice Cream Co., 108 So. Main street, Janesville, Wis., Charles Souten, manager, is having plans prepared for an addition to its ice cream factory, to cost \$50,000. The addition will be of brick, reinforced concrete and tile. It will be two stories and basement, 60 by 110, and will include a garage, boiler rooms and power house.

—The Boetcher and Coombs Ice Cream Company, Topeka, Kansas, recently established in a new building at 906 West Sixth avenue, have received their equipment and are ready to start production. They plan to do both a wholesale and retail business.

—C. M. Beachey, manager of the Steffen-Bretch Ice Cream Company, Wichita, Kansas, was severely injured in a collision between the coupe which he was driving and a street car, July 25. In an attempt to pass other machines his car was struck head on by the street car. He sustained a compound fracture of the left knee and severe bruises.

—The new \$100,000 plant of the Hutchinson Ice Cream Company at Cedar Rapids, Ia., was ready for occupancy August 15, just five months from the time active construction was undertaken.

### South

The Selma Ice Cream Company of Selma, Ala., have established a buying station for milk and cream at Greenville, under the management of F. E. Weatherley for the Johnson Hardware and Implement Company.

—The formal opening of the new plant of the Bodeker Ice Cream Company, Dallas, Texas, attracted 6,000 visitors. The plant has a floor space of 30,000 square feet and is strictly modern in design and equipment.

—The Hazard Ice Cream Co., Hazard, Ky., is planning for the construction of a factory to be equipped for the manufacture of ice cream and ices, to produce an output of 500 gallons per day. Operating machinery including mixers, freezers, hardening plant, pasteurizers, etc., are estimated to cost about \$25,000. The company was recently incorporated with a capital of \$30,000, with B. Baker, president; L. T. Taylor, secretary and treasurer, and R. C. Bargo, manager. Quotations have been secured on machinery and miscellaneous operating equipment for immediate installation.

—Hassen Brothers, Mexico, Mo., manufacturers of ice cream, are planning for the erection of a factory building, equipped with refrigeration plant, to produce a daily output of 500 gallons.

—The Florida Ice Cream Co., Miami, F. N. Holmes, manager, is planning for the installation of additional machinery in its plant, including pasteurizers, freezers, mixers, piping, etc., to be installed in the cold storage and hardening rooms. The company is expected to increase its production from 500 to 1,000 gallons of cream per day, and alterations and additions to the plant are being made for this purpose.

—W. M. Gibson and A. B. Lamb, Wagoner, Okla., are planning for the construction of an ice cream plant at Pawhuska with a daily production of about 500 gallons.

—John F. Birkmeyer, Sr., retired candy manufacturer of Baltimore, celebrated his eighty-fifth birthday on July 30, quietly, in the midst of members of his immediate family. A cake with eighty-five candles was one of the features of the celebration. Mr. Birkmeyer lives at Catonsville, a suburb.

### West

—The Dryden Company, manufacturers of Kream of Kream ice cream, are making rapid progress in the reconstruction of their plant at Oakland, Calif., which was recently destroyed by fire. It is hoped that production can begin by Oct. 1.

## Obituaries

**Richard H. Holland**, New York manager of the Florida Citrus Exchange, died at his home, 929 West End Avenue, July 31, from pneumonia. Born in Philadelphia in 1870, he left that city when a boy, settling in Columbus, Ohio, where he was for sixteen years associated with the firm of John Amicon and Brothers. Ten years ago he came to New York as district manager for the Florida Citrus Exchange, retaining this position until his death. Funeral services were held at his late residence on Aug. 2.

**Mrs. Louise Schultz** of New York, widow of Carl Schultz, manufacturer of Club Soda, died at her summer home at Alexandria Bay, July 29. Mrs. Schultz was in her eightieth year.

**G. Henry Uhlenberg**, president of the Blue Ribbon Candy Manufacturing Company and secretary of the Manufacturing Confectioners' Association of Baltimore, died August 1 at his home in Forest Park, Baltimore, after an illness of four months. His connection with the candy business began thirty-five years ago, when he entered the employ of the Darby Candy Company. He left this concern fifteen years later to engage in business on his own account, placing his company among the leaders of the trade. His wife, a son and two daughters survive him.

**Karl E. Mueller**, president of the Ripon Ice Cream and Beverage Company, died recently at his home in Ripon, Wis., at the age of 57.

**Will H. Moore**, travelling salesman for the Marietta Candy Company, died recently at his home in Marietta, Ohio, of a complication of diseases. He was fifty-four years of age and is survived by one son, Robert of Spreckles, Calif.

**N. J. Corbett**, president of the Green Bay Ice Cream and Dairy Company, died a short time ago, at his home in Green Bay, Wis.

**Charles G. McCarthy**, manager of the National Ice Cream Company of San Francisco, died July 9 at the Mount Zion Hospital in that city, following an operation for appendicitis. He was only thirty years of age and both prominent and popular in business circles. The funeral was held from St. Brigid's Church on July 12. He is survived by his mother, two sisters and two brothers, John F. and Edward F. McCarthy.

**Henry B. Lewis**, 77, retired veteran of the Norwiche police department, who died at a local hospital recently after a long period of ill health, was at one time prominently identified with the ice cream manufacturing business of Connecticut. For many years during his earlier days he was connected with the old William H. Page wood type works at Greenville and had charge of a department of the plant that manufactured a special line of boxes for the Osgood wholesale drug house, now the Lee-Osgood Company, one of the oldest firms in southern New England dealing in drugs. Following his retirement from the police force, July 2, 1900, he engaged in the ice cream business with his brother for a number of years, their place of business being in Myers alley. Three grandchildren are his only near surviving relatives.

## CASHIER OF ICE CREAM COMPANY ROBBED

**National Ice Cream Company of Oakland Loses Two Days Receipts When Robbers Hold Up Cashier on Way to Bank and Snatch Satchel**

Two heavily armed bandits, operating in an automobile, held up the delivery wagon of the National Ice Cream Company, Third and Cypress streets, Oakland, Calif., near the plant while it was en route to the bank at 11 o'clock June 27, and secured a satchel containing \$2,000 in cash from Miss Alta Ely, cashier and Robert Enos, driver.

Ordering the victims to make no outcry, the men escaped in their high-powered machine before an alarm could be sounded.

With part of two day's receipts in the satchel, Miss Ely and Enos started for the Oakland Bank of Savings. A half block away from the entrance to the office of the plant, the driver noticed a large touring car zig-zagging along Third street.

Enos slowed the delivery truck and a second later the other machine drew alongside. A smooth-shaven man about twenty-five years of age, according to Miss Ely, leaped from the car to the running board of the truck and leveled his pistol at the driver.

"Gimmee that satchel, quick!" the bandit commanded. Miss Ely drew the money-laden bag from the pit of the truck and handed it to the man.

Before either Miss Ely or Enos could realize what had taken place, the bandit, unmasked, with not even his hat pulled down over his forehead, leaped into his machine and sped down to Cypress street and up toward Seventh.

Enos shouted for help and a workman standing near the plant on Cypress street secured the number of the bandit car.

"It all happened so quickly, I could not realize that we were being held up," said Miss Ely to newspapermen. "I never saw the hold-up man before, although some of the employees say they saw him loitering around here for several days. He must have known that we were on our way to the bank, because he spoke with such certainty."

## FIREMEN FIGHT AMMONIA FUMES

**Blow-Out of Cylinder Head in New York Ice Cream Plant Gives Fire Department Trouble and Causes \$10,000 Damage**

Ammonia fumes which followed the blowing out of a cylinder head in the ice manufacturing plant of John Cunes, a confectioner and ice cream dealer, at the corner of 149th street and Third avenue, New York, shortly after 10 o'clock at night, damaged about \$10,000 worth of candy and interrupted pedestrian traffic on Third avenue for nearly half an hour.

After diluting the fumes in the cellar by turning in a stream of water from a standpipe, firemen sent in a call for the rescue squad. Lieutenant John John Coffy and a member of his squad wearing gas masks and wading trousers, entered the basement and shut off the pump, stopping the flow of vapor.

No one was injured by the escape of the ammonia. A defective gasket is said to have been responsible for the blowing out of the cylinder head.

## WOULD YOU CALL IT DRY HUMOR?

A sense of humor is highly useful to a foreign ambassador when he finds it necessary to make the remark that "I should like to propose two toasts that are customary on such occasions as this—but there is no wine." At that, however, it isn't pleasant to realize what they must be thinking of us when they utter such a truth.

—Hotel Review.

# BUSINESS RECORD NEWS

Latest Information Covering Incorporations, Changes and Business Transactions in the Soda Fountain and Allied Industries

## ARKANSAS

Poplar Bluff—The Angelo Candy Kitchen recently sustained a fire loss of \$15,000.

## CALIFORNIA

Los Angeles—Thomas Dun has sold his confectionery and beverage business to Paul Webber.

A. J. Davilla has sold his confectionery and beverage business to G. E. Wood.

B. M. Chapman, of Minneapolis, has opened a factory for the manufacture of fancy ice creams.

The Bee Hive Candy Company has been taken over by A. Rittorf.

The Pig'n Whistle Company has filed notice of increase in capital to \$300,000.

Albert Sheetz has opened the Mission Candy Shop on Hollywood Boulevard.

The Green Parrot Confectionery and Cafe has been purchased by Mrs. Dora Simons.

J. T. Chain has purchased the holdings of Edwin S. Roberts, A. G. Roberts and William T. Grund, in the Sunkist Candy Company.

H. C. French has sold the Fleur de Lis confectionery shop to George J. O'Brien.

The confectionery store formerly operated by William J. Both has been purchased by Mayme Hand.

J. H. Weaver has sold a half interest in Weaver's Sweet Shop to Frederick G. Ivey.

The Iris Sweet Shop has been purchased by John Joseph and Lillian Mackis.

Oakland—J. F. Meier has sold his confectionery business to Elizabeth H. Enge and L. J. Mills.

F. H. Snyder has sold his candy store to M. Goodman.

J. B. Stormer has sold his confectionery business to Herbert A. Stanford.

H. N. Fraser has retired from the firm of Candyland and the business is being conducted by A. M. Gebelt and Henry Midman.

The Oakland Wholesale Candy and Novelty Company has been dissolved and the business is now being conducted by William Nelson.

Occidental—Miss May Lowe has opened an ice cream parlor at the Altamont Hotel.

Ocean Beach—C. A. Chapel has sold his beverage business to A. R. Van Booven.

Penryn—Murray Logan has opened a soda shop.

Redding—William Truska has sold the Sagarie to Paul Davis and Guy R. Skidmore.

Sacramento—The Park Confectionery has been purchased by L. N. Kouretsky and D. J. Smith.

San Francisco—Frank Rizza has sold a one-half interest in his confectionery business to Rene Ruster.

W. H. Schreiner has sold his confectionery store to Frederick Swana.

Nick Chirigotes has sold the Cosmos Sweet Shop to Annie Kass.

J. T. Bryan has sold his confectionery and beverage business to Josephine Elmers.

San Pedro—Joe Chiodo has sold a third interest in the Chocolate Shop to Frank Tuttle.

Santa Rosa—MacKillop Brothers are adding a soda fountain to their cigar stand.

Stockton—William Douglas has sold his interests in the confectionery firm of Douglas and Harris to Peter Bobotas.

Taft—F. F. Foley has sold his ice cream parlor to Brown and Maloney.

Three Rivers—Mrs. Amy Mehrtens has opened an ice cream parlor.

Tulare—The California Bakery has added a soda fountain.

Ukiah—P. J. Boring has sold the Burnight Confectionery to J. E. Thomas.

Vallejo—The Palm Garden of Sweets was recently opened by P. A. Anderson and A. Denis.

Venice—L. Pappas has sold a half interest in his beverage and confectionery business in the Dome Building to William Brand.

Walnut Creek—R. J. Bergeance has taken over the interests of his former partner in the Willow Candy Shop and will add a cafeteria.

Willows—Gus Gorchie has added a confectionery department to his new business.

Woodside—John Burg has sold his soft drink establishment to Edward Bennett.

## CONNECTICUT

New Haven—Nichols De Lorenzo has opened an ice cream and soda shop in the new building.

The United Candy Corporation has dissolved.

Torrington—The Olympia Candy Company is erecting an ice cream and soft drink parlor near the boathouse at Bantam Lake.

Waterbury—Shelton Okay Confectionery, 244 North Main Street, has filed notice of organization to manufacture and deal in confectionery. C. Shaker is head.

## IDaho

Nampa—Ray Smith has sold the Rainbow Confectionery to J. E. Gray of Walla Walla, Wash. John Pittinger, manager of the fountain, will hold the same position under the new management.

## ILLINOIS

Chicago—The Home Candy Company has been incorporated with a capital of \$2,500 by Alexander H. Spitz, Sidney H. Minchin and Sidney E. Levy.

## INDIANA

Marion—The Mootel Ice Cream Company has increased its capital from \$30,000 to \$40,000.

South Bend—Frank N. Kies and Sons Corporation has been incorporated with a capital of \$30,000 to manufacture and deal in soda fountain supplies, etc. Incorporators: F. N. and G. L. Kies and P. J. Kies.

Vincennes—The Vincennes Milk and Ice Cream Company increased its capital from \$150,000 to \$250,000.

## IOWA

Burlington—John B. Clark and Ira Hansen have opened a confectionery, ice cream and soft drink establishment.

Cherokee—Curt Mann has taken over the Boston Candy Kitchen here.

Council Bluffs—The Kipp Brooks Candy Company has been incorporated with a capital of \$10,000 by L. F. Kipp and A. L. Brooks.

Marshalltown—J. E. Lacy will conduct a confectionery and soft drink business here.

Malvern—Raymond Clausen has sold his confectionery business to Clayton and Ward Roberts.

Muscatine—Vicent Cataldo has sold his candy kitchen to Thomas and Granch, who will manufacture ice cream and candy.

Reinbeck—Thomas Manthos has sold his confectionery establishment to Walter Franklin.

Ruthven—A. P. Breckwoldt has engaged in the confectionery business here.

Waterloo—The Producers Milk Company sold their ice cream business to James Cronin and R. F. Neck.

## KENTUCKY

Louisville—The National Candy Company has let the contract for its new factory building to the Struck Construction Company.

The Mammoth Ice Cream Manufacturing Company has been incorporated with a capital of \$2,400 by D. A. Washington, Foster Turner and Ike Green.

## MARYLAND

Baltimore—The Ambassador Chocolate Company has been incorporated with a capital stock of \$100,000 by Lewis S. Wendell and Ben M. Bennett.

Frederick—Edward J. Duffy, member of the City Council, has opened a confectionery on Broadway.

## MASSACHUSETTS

Boston—The Marcella Chocolate Company has been incorporated with a capital of \$50,000 to manufacture and deal in confections. Incorporators: Anthony Paellucci and George Luciano.

Somerville and John Arco and Thomas Feldstein of East Boston.

The Suffolk Chocolate Company has been incorporated with a capital of \$150,000 to manufacture and deal in cocoa and chocolate products. Incorporators: Charles F. Rowley and Walter A. Carl.

Plans have been completed for the merger of H. D. Foss and Company, of Boston, manufacturers of candy, and the Boston Confectionery Company of Cambridge. The company will be known as H. D. Foss and Company, Inc.

H. Russell Burbank Company has been incorporated with a capital of \$50,000 to manufacture and deal in straps, cocoa, chocolate, fruit juices and confections. Incorporators: H. Russell Burbank, Frank P. Goodwin and Howard F. Burdick.

The Harvard Candy Company has filed notice of organization to manufacture candy. Michael Maravos is head.

The Kent Company has been incorporated with a capital of \$25,000 to manufacture candy and confections. Incorporators: Benjamin P. Kimball, Wellesley Hills, Elmer H. Moran and T. Irving Kent.

The Star Manufacturing and Producing Company, syrups and beverages, has been incorporated with a capital of \$30,000. Incorporators: John J. Murphy, Fred J. Murphy, Florence J. McCarthy, John J. Murphy, Jr., and Michael P. Murphy, all of Boston.

Chelsea—The Busy Bee Confectionery Company has been organized to manufacture and deal in candy and confections.

Haverhill—The Venus Chocolate Company has been incorporated with a capital of \$100,000 to manufacture and deal in confections. Incorporators: Charles Costas, William J. McDonald and William Marcos.

Lowell—The Cameron Ice Cream Company has been incorporated with a capital of \$5,000. The officers and directors are: Eugene F. Callahan, president; William A. O'Malley, treasurer; and Margaret W. Macdonald, clerk.

New Bedford—Charles Cadworth, shoe and water manufacturer, has filed a petition in bankruptcy. He owes \$2,399.47 with assets of \$1,040.

North Hatfield—Frank Murphy has enlarged the ice cream parlor which he recently opened.

Peabody—Thomas Kessaria, candy dealer, has filed a voluntary petition in bankruptcy with liabilities of \$12,636 and assets of \$10,400.

## MICHIGAN

Laurium—Charles Salotti has sold his confectionery business to Glen Obenhoff.

Moskegon—Michael Vacore opened an ice cream and soft drink and confectionery business at 46 W. McKinney Avenue recently.

## MINNESOTA

Appleton—Edward Lungstrom has sold his confectionery business to J. A. Thorne.  
 Baudette—Roy Britton has opened an ice cream parlor here.  
 Ely—Henry Pettila has opened a confectionery and soft drink business.  
 Fairmont—R. C. Montgomery has sold his interest in the Fair-Lake City—J. L. James has sold his confectionery and ice cream business to Charles A. Kirk.  
 Lakefield—E. M. Radtke has bought an interest of his partner in the confectionery and soft drink business here.  
 Lindstrom—A. A. Schobert has opened a confectionery shop here.  
 Melrose—Frank Janotta has purchased a confectionery establishment here.  
 Minneapolis—Charles Gunglesberg has sold his confectionery business to Nick Crown.  
 New London—Wallace Bengtson will open a confectionery business here.  
 Northfield—Koscoe Revier has opened a confectionery business here.  
 Pine River—O. E. Easterly, confectioner, has been succeeded by Red Wing—The Ideal Confectionery Store on Main Street has been sold to Charles Johnson.  
 Rochester—Clarence Hatch has sold his soft drink establishment to Charles Shields and Charles Jordan.  
 Saint Cloud—Herman Schack has established a confectionery business here.  
 Saint Hilaire—M. E. Bierk has sold his confectionery and ice cream business to Albert Nerdahl.  
 Waconia—William Dircks has sold his soft drink business to Edward Simon.

## NEW HAMPSHIRE

E. W. Parker  
 Jackson—Miss Grace Dumas will conduct an ice cream and candy counter in the Dismore saloon.  
 Nashua—Walter T. Ashley recently sustained a slight fire loss, but heavy water loss, when fire started in a flue between his ice cream plant and an adjoining wooden structure.

## NEW JERSEY

Camden—The Manufacturers Distributing Company has been incorporated with a capital of \$125,000 to deal in candy and confections. Incorporators: Raymond J. Marple, William R. Shunk and Charles P. Seltzer.  
 The Crescent Ice Cream Company has been incorporated with a capital of \$125,000 by Emmons G. Elzey, Horace G. Elzey and Frank W. Elzey.  
 The Crescent Ice Cream Company has been incorporated with a capital of \$125,000 to manufacture ice cream and ices. Incorporators: Frank W. Elzey, Emmons G. and Horace G. Elzey.  
 Hoboken—The Fisher Candy Company has filed plans for alterations to its retail candy store valued at cost about \$1,000.  
 Jersey City—The Guaranteed Maple Products Company has been incorporated with a capital of \$100,000.  
 Newark—The Progressive Candy Company has filed notice of organization to manufacture candy.  
 Walter W. Reid, Jr., and John O. Bigelow have been named as receivers of the Charms Company, manufacturers of candy. The business will go on under the wing of the court.  
 The Acme Corporation, 202 Bloomfield Avenue, has been organized to deal in candy, confections, etc. Frank Mondo and R. Brande head the company.

## NEW YORK

Alabama Center—D. P. Christies' ice cream parlors were recently destroyed by a fire which swept the business section here.  
 Albany—The Allied Candy Company, Inc., has been incorporated with a capital of \$1,000. The directors are: Abram Adams, Delos Hotelling, and Burt Harrington.  
 Brooklyn—Marfield Chocolate and Cocoa Company has increased its capital from \$40,000 to \$100,000.  
 Buffalo—Crisp's Candy Shops have been incorporated with a capital of \$10,000 by M. H. Raffauf, W. J. Kam.  
 The Parkside Candy Company has been incorporated with a capital of \$50,000 to manufacture and deal in confections. Incorporators: G. Kaiser and J. Trapp.  
 Jamestown—The Wistaria Candy Company has been incorporated with a capital of \$10,000 by G. P. Woods, O. Ford and T. Vlachos.  
 New York City—John Counes, who conducts an ice cream and confectionery store at 149th Street and Third Avenue, recently suffered a heavy loss when fire destroyed his ice manufacturing plant.  
 The Elko Confectionery Company has increased its capital from \$2,000 to \$20,000.  
 The Milen Company, drugs, chemicals and beverages, has been incorporated with a capital of \$10,000 by M. L. Lasky and S. A. Lowenstein.  
 Beinhauer Brothers Candy Company, 617 West 47th Street, have filed schedules in bankruptcy.  
 The R. A. Q. Candy Products Manufacturing Company has been incorporated with a capital of \$10,000 by S. Albamonte, P. Quarantino and L. Romey.

## NORTH CAROLINA

Greenville—The Greenville Ice Cream Company has been incorporated with a capital of \$25,000 and \$2,000 subscribed by the Denton Drug Company, Thomas Smith and M. Haskins, all of Greenville.

## NORTH DAKOTA

Aneta—L. L. Johnson, confectionery, has been succeeded by Clara and Ivan Johnson.  
 Berthold—G. E. Sanstrud has opened a confectionery business.  
 Dickinson—John D. Bulwiel will open a confectionery business here.  
 Reeder—Mrs. E. M. Pearles and Mrs. R. M. Blakely recently opened a confectionery and ice cream business here.  
 Sanish—Mrs. Julia Anderson recently opened a confectionery business here.

## OHIO

Alliance—The Rotan Candy Company has been incorporated with

a capital of \$5,000 by J. W. Linham, C. J. Oyster, S. F. Oyster and R. H. Rutledge.  
 Beallsville—Rosa Joy has sold his confectionery business to Clarence Kuhn.  
 Cincinnati—The Scotch Kiss Candy Company has been incorporated with a capital of \$5,000 by H. Kevanough, Clara G. Wams, A. Wams, B. E. Pace and J. W. Mathews.  
 Cleveland—The Cedar Novelty Candy Company has been incorporated with a capital of \$25,000 by Edward G. Burnham, William E. Krueger, Harland Burnham and J. S. Gosslette.  
 The Ritter Candy Company has been incorporated with a capital of \$30,000 by A. Sanders, H. C. Chapin, Welcker Hoyt and J. Kalsner.  
 Dennison—R. L. Bresler has opened a confectionery shop at 617 Center Street.  
 Ironton—N. B. Watts has sold the Watts Confectionery on Third and Spruce Streets to Claude DeHaven, well-known ice cream manufacturer.

## OREGON

Gladstone—F. E. Goodman has sold his confectionery store to Alex Patterson and Thomas Patterson.

## PENNSYLVANIA

Lebanon—The King Chocolate Company has been organized with a capital of \$3,000 to manufacture chocolate, cocoa, etc. H. R. Miller is head.  
 Philadelphia—The Seidelberger Confectionery Company has been incorporated by Louis and Gustav Heidegger and Frank R. Ralston, to manufacture and deal in candy and confections.  
 The Colonial Ice Cream Company has been taken over the plant of the Scottsboro Ice Cream company and will utilize the plant in connection with its local business.  
 Pittsburgh—The Feld Candy Manufacturing Company has been incorporated with a capital of \$50,000. Incorporators: Albert J. Feld, George B. Binlein and J. Cassarietti.  
 Scranton—The Flip Manufacturing Company has been organized with a capital of \$100,000 to manufacture beverages. Jacob M. Caplan is head.  
 Uniontown—Harold Johnston will open an up-to-date confectionery business here in the new building now being erected next to the Fayette Drug Company.  
 W. Phillips has opened an up-to-date candy shop in the new Gulletin building.

## RHODE ISLAND

Pawtucket—Peter Moran, Inc., has been incorporated with a capital of \$50,000 to manufacture confectionery. Incorporators: George V. Morin and Peter Cilas.  
 Providence—The Wirth Concordate Company has been incorporated with a capital of \$20,000 to manufacture beverages by Henry Wirth, William S. Glasheen and Paul R. Piccone of Providence and Frederick A. Browning of Cranston.  
 Westerly—Koulbanis and Anthony, Inc., have been incorporated with a capital of \$50,000 to manufacture confectionery and syrups. Incorporators: Joseph Koulbanis, Peter P. Anthony and Mary Koulbanis all of Westerly.

## SOUTH CAROLINA

Bennettsville—The Broad Street Drug Company has installed a new fountain, a new ten foot candy refrigerator case, and have added a new section to their fixtures.  
 Saff and Mokary have opened a fruit and confectionery store at Main and Broad Streets and have installed a sixteen foot fountain. The store is to be known as the Place of Sweets.

## SOUTH DAKOTA

Hill City—Mrs. Maundline's ice cream establishment was destroyed by fire.  
 Saint John—Rolf Heaketh recently opened an ice cream business here.

## TENNESSEE

Bashville—The Standard Candy Company is planning for the establishment of a branch plant at Birmingham, Ala.  
 Memphis—The Dixie Ice Cream Company has been organized with a capital of \$100,000 and plans the erection of a modern ice cream and dairy products plant on Union Avenue at the Southern Railway. Application for a charter of incorporation has been made.

## TEXAS

Corpus Christi—The Cloverdale Ice Cream Company has been incorporated with a capital of \$25,000 by H. A. Brunson, J. E. Wayne and A. C. McMenemy.  
 Texarkana—The Peerless Confectionery has been incorporated with a capital of \$25,000 by J. W. R. Johnson, Mrs. Estelle Magee and M. G. Magee.

## UTAH

Provo—H. L. Springmeyer and C. K. Sniegrove, Jr., formerly of Salt Lake City, have entered the ice cream business under the firm name of the Alpine Ice Cream Company.

## VERMONT

Burlington—The Cron Ice Cream Co. of this city has leased the plant of the Old Vermont Ice Cream Co. at Old Orchard, Me., for the plant. The plant will be used as a distribution station and manufacturing plant to supply Old Orchard Beach in connection with the plants at Biddeford and Portland which supply several beaches.

## WEST VIRGINIA

Elm Grove—The Bishop-Coker Confectionery has been sold to A. C. Dent.  
 Webster Springs—Samuel Cutlip has opened a confectionery here.

## WISCONSIN

Berlin—The Berlin Ice Cream and Dairy Products Company will convert the former Western Hotel on Broadway into a factory. The company has been capitalized for \$25,000 with Frank Feiner as president; Charles S. Morris as vice-president; Louis Botz as treasurer and N. C. Muckler as secretary.  
 De Pere—Isoph Torsy has sold his confectionery business to Mrs. Leona Edges.  
 Lime Ridge—Milo Thurston has sold his ice cream and confectionery business to Bert Selden.  
 Lud—M. Schulten has sold his ice cream and confectionery business to Serstad Brothers.

## Patents and Trade Marks

### PATENTS

Granted June 21, 1921

- 1,300,070—John L. Fate, Daisy L. Fate, executrix of said John L. Fate, deceased, assignor, by mesne assignments, to Roy C. Gleason, Chicago, Ill. Art of dispensing cool drinking water.
- 1,300,117—John Opocensky, Chicago, Ill. Dish washer.
- 1,302,141—Jesse M. Stickle, Milwaukee, Wis. Ice cream brick packing machine.
- 1,302,156—Luis G. Abogado, Mexico, Mexico. Apparatus for heating liquids.
- 1,302,157—Same as preceding. Process for heating liquids.
- 1,302,214—Harrison E. Moore, assignor to Simplex Ice Machine Co., Fort Worth, Texas. Refrigerating apparatus.
- 1,302,150—Leonard G. Gray, assignor to Walrus Mfg. Co., Decatur, Ill. Drain for ice cream cabinets.
- 1,302,601—John A. Cressley, Dallas, Texas. Confection.

Granted June 28, 1921

- 1,302,636—John H. Goas, Chicago, Ill. Device for cooling liquids.
- 1,302,673—William F. Remus, Rangatu, and Alexander E. Macrelli and Charles F. Cork, Auckland, N. Z. Process for the production of meat powder.
- 1,302,600—William G. Shelton, New York, N. Y. Drink mixer.
- 1,302,650—George W. Pierce, Davis, Calif., assignor to California Almonds Growers Exchange, San Francisco, Calif. Apparatus for bleaching almonds.

Granted July 5, 1921

- 1,303,003—Harold B. Craig, Springfield, Mass. Teaspoon and table-spoon leveler.
- 1,303,021—William V. Wallburg, Melrose, Mass. Confectionery making machine.
- 1,303,354—Walter E. Rathbun, Milan, Ill. Drive for cream separators.

Granted July 12, 1921

- 1,304,319—Wilfrid Paul Heath, Chicago, Ill. Process of manufacturing candy.
- 1,304,465—Preston Ervin, Emporia, Kansas. Berry cleaner and stemmer.
- 1,304,600—Bernard H. Smith, Brooklyn, and John R. Eoff, Jr., New York, assignors to Garrett & Co., Inc., manufacturing flavoring extracts with higher alcohols.
- 1,304,601—Same as preceding. Manufacturing flavoring extracts with glycols.
- 1,304,602—Nathaniel C. Emage, assignor to Cornelius J. Everett, New Orleans, La. Addition compound for coffee.
- 1,304,726—Joseph Levy, Brooklyn, N. Y. Canteiner.

### TRADE-MARKS

Published July 1, 1921

- 129,576—Crescent Bottling Co., Inc., Newark, N. J. Design. Soft drinks drawn from the fountain or sealed in bottles.
- 129,673—The Zipp Mfg. Co., Cleveland, Ohio. "Cheri-O". A non-alcoholic, maltless beverage for making beverages to be sold as soft drinks.
- 126,410—Columbia Dairy Products Co., Inc., Vancouver, Wash. "Maid O' Wauna." Ice cream and butter.
- 129,630—Coe & Hill, Oklahoma, Okla. "Electronone." Water.
- 129,120—Paul Hassack, assignor to Gold Medal Extract Co., Inc., New York. Design. "Paradise." Powdered confection for beverage or soda fountain use.
- 140,800—The Colonial Biscuit Co., Philadelphia, Pa. "Collonial Ass'd Ice Creams." Cakes.
- 140,918—Coleman & Co., Ltd., Norwich, England. "Wincarnia." Non-alcoholic, maltless beverage.
- 140,617—Star Extract Works, New York, N. Y. "Ko-Racas." A flavoring compound for ice cream.
- 144,710—Dunne-McCord Co., Inc., Syracuse, N. Y., and Evansville, Ind. "Sensation." A compound of malt, hops, and sugar for making a beverage.

Published July 12, 1921

- 134,844—The Will-Mar Co., Baltimore, Md. Design. "Gee-Whizz." Bottled soda water and soda water flavor, extract, and syrup.
- 135,016—Charles H. Boyat, Greensboro, N. C. Design. Pieces of chewing candy formerly commonly known as kisses.
- 125,200—Mohr Food Products, Inc., New York, N. Y. Design. A vegetable extract in paste form for syrup gravies and flavoring for food.
- 341,479—The Maurice Co., Cleveland, Ohio. "eHocOlaTe." Prepared chocolate.

- 141,553—Chemical Works Flora, Dubendorf, Switzerland. Design. Essences, fruit-oils, and syrup for food flavoring purposes.
- 143,477—Lawrence C. Bright, Reading, Pa. "Fruit-kist." Soft drink syrups.
- 140,479—William J. Brendell, Catonsville, Md. Design. Non-alcoholic, non-cereal, maltless beverages sold as soft drinks and syrups for making same.
- 144,363—Wm. Wrigley, Jr. Co., Chicago, Ill. Design. Sugar coated chewing gum.
- 144,364—Wm. Wrigley, Jr. Co., Chicago, Ill. Design. Sugar coated chewing gum.
- 145,467—Lawrence Chemical Co., Marietta, Ohio. "Pioneer." Flavorings for food.
- 146,155, 146,156, 146,157, and 146,158—American Milk Products Corp., New York. Various designs. Unsweetened and sweetened evaporated and condensed milk.

Published July 15, 1921

- 141,307—Primalt Products Co., Chicago, Ill. "Prima." Near beer and malt tonic containing less than one-half of 1 per cent of alcohol, by volume, sold as a beverage.
- 141,400—Bobby Traxler Corp., Bangor, Mich. "Rose Croix." Canned strawberries, black and red raspberries, cherries, etc.
- 143,400—Goldie Ginger Ale Co., Inc., Chicago, Ill. Design. "Goldie." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks and syrups for making the same.
- 146,608—The White Eagle Brewing Co., Chicago, Ill. "Temptation." Near beer.

Published July 25, 1921

- 111,402—Berghoff Brewing Ass'n, Fort Wayne, Ind., assignor to Berghoff Products Co. "Bergo." A non-alcoholic, maltless, cereal beverage sold as a soft drink.
- 128,364—Peter Comla, Chicago, Ill. "Delphi." Grape syrup and vinegar.
- 128,372—The Independent Brewing Co., St. Louis, Mo. "PeP." Non-intoxicating, cereal, malt beverage containing less than one-half of one per cent alcohol by volume.
- 141,603—The Remar Co., Oakland, Calif. "Fleeta." Ice cream.
- 142,074—Halligan Candy Co., Davenport, Iowa. Design. "Woodland." Chocolate candy.
- 143,600—State of New York, Saratoga Springs, N. Y. Design. "Orenda." Natural mineral water.
- 145,394—Hooch Mfg. Co., Fort Wayne, Ind. "Hooch." A non-alcoholic, non-cereal, maltless beverage sold as a soft drink.
- 145,001—E. Greenfield's Sons, New York, N. Y. Design. "Five nuts in a row. Almond Row." Chocolate candy.
- 145,701—Northern New York Milk Corp., Pierpont Manor, N. Y. Design "Manor Farm." Condensed milk.

### GREEN ISSUES ATTRACTIVE BOOKLET

The latest issue of "The Polar Line," the house organ of Robert M. Green and Company, soda fountain manufacturers, of Philadelphia contains some interesting practical information and several attractive illustrations of fountains which they have recently installed. One of the features of the number is the following poem by Thomas J. Murray, lauding the soda fountain as "The Modern Spring of Youth."

From far Castile, when all the land was young,  
A Spanish grandee sought a wondrous spring  
Whose fame across the ancient world was sung,  
A draught from which eternal youth would bring.  
Life's sunset flared before his quest was won,  
Too soon his far adventures came to pass;  
Across the summer seas where gulf tides run  
And splendid golden memories amass.  
We feel that Ponce de Leon in these days,  
Would have declared his journey at an end  
Before the modern soda fountain's blaze,  
Where drinks elysian, light and comfort blend.

### NEW SIZES OF GLASSES OFFERED

To meet the growing demand for larger variety in sizes of serving glasses, the Nonik glass people recently added a number of new sizes to their list, and are now making this style of a glass in 7, 8, 9, 10, 11, 12 and 13 oz. capacity.



SEP 23 1921

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# THE SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK

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VOL. XX

NEW YORK, SEPTEMBER 1921

NO. 9



**J. Hungerford Smith Co.**  
ROCHESTER N.Y.





# GREEN POLAR FOUNTAINS

Built for Horn & Hardart Automat, Chicago Ills.



Photo engraving of the 40 foot GREEN "Polar" soda fountain built for the Horn & Hardart Automat Co. of Illinois and installed in their great Cafeteria on Sheridan Road, Chicago.

The counter is of selected vein Napoleon Gray marble and the working parts are of the latest construction and mechanically refrigerated.

## GREEN FOUNTAINS DRAW THE SODA COLD

There's no disputing this fact. Back in 1874 when GREEN fountains were first built, the main thought of Robt. M. Green was to produce a fountain which would show the lowest possible temperature soda with minimum expense. Success came with the original fountain and thousands of GREEN outfits all over the country today attest to the sound principles upon which the business of GREEN was laid. The reputation made in 1874 has kept pace with our products.

## GREEN FOUNTAINS ARE BUILT TO ENDURE

# ROBERT M. GREEN & SONS

Established in 1874

Broad and Vine Streets

PHILADELPHIA

PENNSYLVANIA

# THE SODA FOUNTAIN

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VOL. XX

NEW YORK, SEPTEMBER, 1921

No. 9

## FOUNTAIN TAXES REMOVED BY HOUSE

It is still impossible to predict with certainty the final form of the taxation measure now pending in Congress. As passed by the House it offers the fountain industry great cause for rejoicing. The vexatious tax on soft drinks and ice cream and other fountain specialties was removed by the House and replaced only by a small tax on syrups and one on carbonic gas, both of which will be paid by the manufacturer. It goes without saying that the amount of the tax will be added to the price of the goods and paid by the fountain proprietor, but at least there will no longer be the necessity for the bothersome tax returns on drinks and the waste of time and money involved in collecting these imposts for the Government.

All is not settled yet, of course, and it would be well not to crow too much until the final bill has the President's signature, but whatever changes may be made by the Senate there seems little likelihood that these particular taxes will be reimposed. The only danger lies in the fact that the Senate must alter the bill in some way so as to provide sufficient revenue for the requirements of the Government and a panic-stricken, last-minute realization of this necessity might result in the retention of some taxes which in soberer moments would be considered undesirable.

It is well to watch matters closely and if there is any indication that the Senate may reconsider the action of the House regarding fountain taxes the sentiment of the trade on the subject should be again brought strongly to the attention of the influential senators.

Meanwhile the taxes must still be collected. There is a tendency to be a little negligent in this respect and patrons are making it more difficult by insisting that the tax is already off, but until the new bill is passed and signed and definitely in effect these taxes must be collected and accounted for with the same strictness and accuracy as in the past.

## LUNCH COMPANY TO INSTALL FOUNTAINS

The last issue of THE SODA FOUNTAIN contained a story referring to the passing of the famous Princeton soda fountain at Renwick's and the purchase of this old college landmark by a lunch company. We have since been informed that our information was in part incorrect and that far from Renwick's ceasing to be a soda fountain establishment the new proprietors propose to install one of the handsomest fountains in the United States, which is to say in the world.

This is especially interesting since it marks the

entrance of a new and important factor in the soda fountain field. The Baltimore Dairy Lunch Company are the new owners of Renwick's and they not only plan to install the fountain there, but it is their intention to follow this up with the introduction of fountains in all their lunch rooms.

This is the answer of the dairy lunch to the competition which it has been meeting from drug stores and candy shops. As one of the officials of the company said,—"Every one in New York except the jewelers and the shoe stores is selling food; if the drug stores add meals to their line, then we can add drinks to ours."

It is difficult to overestimate the significance of this action of the Baltimore Company. It demonstrates more conclusively than anything else the extent to which the soda fountain has entered into the eating habits of the American public. Especially will it be interesting to observe how far the fountain becomes the main department of the lunch rooms in which it is placed. It has already usurped the position of importance in the confectionery shops and in many drug stores where it was originally only a despised side line. Perhaps it will do the same in the dairy lunch.

## CO-OPERATIVE ICE CREAM MANUFACTURE

The last Summer has been featured by several clashes between soda fountain proprietors and ice cream manufacturers over the price and weight of the ice cream furnished. The dealers side of the controversy is that the manufacturers have been charging an exorbitant price for their product and at the same time have been giving only five pounds to the gallon. This last point might have caused no hard feeling since it is a standard weight for ice cream, hallowed by long custom in the trade, but the retailer who buys a five pound gallon must sell one that weighs nearly eight. The manufacturers took advantage of this to misrepresent the dealers to the public by contrasting their prices with the retailers prices and placing on them all the blame for the high cost of cream to the consumer.

All this seems likely to have an interesting sequel in the extension of the idea of co-operative ice cream manufacture. In the days before the fountain business reached its present eminence most establishments made their own ice cream. With the increase in business and the improvements in large scale ice cream manufacture, this became less practical and nearly all turned to the less troublesome method of buying their requirements. The greed of the manufacturers is convincing many that this was a mistake and that better and cheaper

ice cream can be obtained by making it themselves.

Few, however, can do this on a sufficiently large scale to realize all the possible economies and the answer seems to be found in the co-operative plan by which a plant makes all the cream for its stock-owning customers. More and more are coming to realize the practicability of this scheme and it seems not unlikely that next Summer will see a great many fountains serving co-operatively made ice cream.

#### TRADE SHOULD OPPOSE FILLED MILK

A bill has been reported favorably to the House of Representatives which is intended to prevent the preparation and sale of the so-called filled milk. This product referred to as filled milk, is milk from which all or part of the butter fat has been removed and replaced by a supposedly equivalent amount of other fats or oils. Coconut and cottonseed oils have so far been the favorites for this purpose.

It is almost needless to say that the sale of this product as milk is reprehensible. It is not milk, however much it may resemble it in appearance. Butter fat is not more essential to milk than are the other constituents, but milk owes its superior food value in no small degree to its content of this fat which is more readily assimilated than any of the other commercial fats. To substitute this by coconut oil is to destroy to a great extent the superior value of milk as a food and where the milk is intended for children the consequences may be serious.

The entire soda fountain trade should support this and any other measures intended to prevent this adulteration of milk. Many of the drinks and dishes at the fountain are based on milk and a portion of the remarkable increase in business may be traced to the public recognition of the nourishment value of milk drinks and ice cream.

If the sale and use of filled milk becomes widespread it will do much to destroy the public confidence in milk drinks and ice cream and will hurt the reputation of the fountains. This is not to say that any reputable fountain would buy this milk, but it might be exceedingly difficult to avoid the suspicion of using it. The trade should line up unanimously and unqualifiedly in maintaining the highest possible standard for the purity and quality of milk and milk products.

#### PROHIBITION LEGISLATION RUNS WILD

One of the important and identifying characteristics of the more militant adherents of prohibition is their disregard for the rights and convenience of others if only they can obtain their ends. This has nowhere been better exemplified than in the Severson Law, recently enacted in Wisconsin.

This was passed with the exemplary intention of supporting the enforcement of the Volstead Act within the State and was of course drawn with the idea of making Wisconsin as dry as dry could be. No fault can be found with this aim but unfortunately the framers of the bill followed the usual pro-

hibition practice of disregarding the effect which the provisions of the law might have on legitimate business.

As a result of this the state of Wisconsin finds itself with a law, the literal interpretation of which would cause untold embarrassment to the soda fountains and soft drink establishments. The authorities are still in doubt as to the necessity for soda fountains taking out licenses and it is even said that they will be obliged to remove their fountains entirely since the law is very strict on the subject of bars of any kind. Probably the law will be adapted to practical application in time either through liberal interpretation or amendment but that is no excuse for the perpetration of a piece of stupidity which can cause trouble and loss to innocent parties.

Whether or not prohibition can be enforced still remains an open question, but if it can be enforced at all, even fourth-rate intelligences should be able to keep its enforcement from imposing on businesses which have no connection with it except in so far as they are obliged to interfere to protect their own interests from the monumental stupidity of some of the legislation on the subject.

It is all right to serve bromo-seltzers and castor oil at the fountain but the other customers are justified in objecting when clerk and recipient join in a long discussion on the clinical pathology and therapeutics of the dose. It sometimes makes their own drinks sit a little uneasily.

Sam Gompers says that "American workers demand and are entitled to ice cream and automobiles." These are noble aspirations, indeed, and one at least ought to be easily attained.

#### The Editor's Correspondence

L. B. Wright Not Yet Found

Vicksburg, Miss., Aug. 29, 1921.

Editor, THE SODA FOUNTAIN:

I have not received the August number of your publication, but one of the dispensers at the Bryan Drug Company let me see the fine article you put in about my missing son.

I wish I could tell you how much I appreciate it and only regret I did not ask your assistance long ago. I do hope and trust that someone will see it and I will learn something about my boy.

Again thanking you and wishing you every success and happiness, I beg to remain.

Most sincerely,

Mrs. W. A. Wright,  
1011 Belmont St.,  
Vicksburg, Miss.

[Editor's Note:—A picture of the young man referred to above was published with the article in the August SODA FOUNTAIN. Again we ask any person having any knowledge of the present or past location of Mr. Wright to relieve his mother's anxiety by communicating with her at once.]

# Moore Quenches Cincinnati's Thirst

*Fountain Manager for Dow Drug Chain Provides System, Materials and Service for Satisfying Thirteen Thousand Patrons Daily*

**I**N A quiet little corner just off from the big storeroom given over to vials of flavoring syrups of all kinds and descriptions, to crates with soda-water glasses, boxes of paper cups, and cartons containing straws whose numbers would total millions, a very young man for so responsible a post as his is, is attending to the infinite variety of matters bound to arise with the work of serving at least thirteen thousand thirsty and impatient patrons daily.

In Cincinnati, where this man's labors are centered, the fountains dispensing the wares he provides are placed at twenty-two widely distant points, and the customers are apt to drop in for varied beverages any time between sun-up and midnight, and with the all-night drug stores, at any time, very nearly, of the twenty-four hour day.

As a result, when Mr. Keller, the head of the big Dow chain of drug stores resolved to place fresh impetus on soda water in his big emporiums—using the soda fountain as a lure to bring folk into the big stores and so to see a thousand desirable things, he looked about him for the man reputed to know more about retailing soda water than any of the many other people in his employ.

The unanimous opinion of those whose advice he sought upon this point was that the one man for the post was Thomas N. Moore.

Moore began his career in the serving of soft drinks twenty-four years ago, when, at the age of twelve, he tended fountain after school; not so much for the wages earned, as the privilege, precious to a boy, of having, free of cost, as much soda water as he cared to drink. Serving the simple beverages of those days, he soon developed an insatiable interest in soda water. He believed that the business in it could be developed, and that other drug store business could be developed through that, by attention to the fountain. He attracted the attention of soda water dispensers generally before long, and his fame reached the ears of Miss Cora M. Dow, now deceased, the founder of the big chain of drug stores.

## He Got Quick Results

Miss Dow put Moore at one of her leading soda counters for such hours as he could work, after school. Through with school at last, she put him in charge of the fountain at one of her leading stores. Then, that he might be freer to link up business in the store with the soda fountain, she named him second in charge of that store.

Then things began happening. People deserted the soda counters of other Dow stores and went to the fountain where Moore was in control. That store simply could not handle its soda trade; there IS a limit to the amount of space the soda department may use in a drug store. The other stores had their fountains idle. Mostly space was going to waste, and yet those stores must maintain a fountain, because their competitors outside the Dow chain did.

Just about that time Miss Dow died and a man named Keller came into control of the drug chain. He looked



T. N. MOORE.  
*Commander-in-Chief of the Dow Fountains*

into whys and wherefores of the empty fountains and the crowded fountain, and he put Moore in supreme charge of all matters concerning soft drinks in all drug stores. With authority to over-ride any store manager on any point concerning soda water, which was to be made the big magnet to bring folks into the stores, Moore to be responsible only to Keller himself. And again things happened.

Over a glass of chocolate at the counter, Moore told of his methods and results and other things along soft drink lines.

"Our cheapest fountain," Mr. Moore explained, in response to a question as to the value of external appearance in the matter of building trade, "is located on Central Avenue, not very far from one of the city's big railway depots. Folk about to leave town, and not stopping to observe very carefully, folk very thirsty from a hot, protracted railway journey, pour in here, as perhaps they would into any conveniently located and only half-way appetizing place. That fountain we estimate to be worth \$500 in the open market. The price is comparatively low, not because of the external appearance of the fountain, but because, since styles change in soda counters as they do in every other thing, the style, the build, of the fountain is a bit out-of-date."

"That fountain was originally located in our finest store, the one at the heart of the retail shopping district, and cost us, when built, and when all such things were cheaper than they are now, \$3,500. To the layman in the business, seated at this lovely onyx fountain, I believe it looks as attractive as it did to its patrons in the days when it was new."

"We believe that a good-looking, attractive soda fountain is one of the best possible advertisements for a drug store, large or small. So firmly do we believe this that in putting in our finest fountain, the one at 5th and Vine Streets, at a corner of the city's major plaza, we asked for an appropriation of \$20,000 for fountain and appurtenances, and we took care to spend every single cent."

## Dow Fountains Pull Trade

"And you keep the fountains running,—earning,—night and day?" he was asked, wondering how long it must take a fountain to earn the initial cost, and then to meet the interest on the investment involved.

"Not all of them. In each locality where we have drug stores, we keep one store open all night. In most of these all-night stores, the clerk serves soda if there's call in the wee sma' hours. In the store at 6th and Vine,—one of the most important of our busy down-town corners, a soda dispenser is on the payroll to serve soda whenever called for at any moment of the night and dawn."

"This man," he continued, in order to explain the result of long experiment to determine most effective labor schedules for the drug store fountain, "arrives at the store at 11.00 o'clock at night. He quits work at 7.00 next morning. The best hour of the fiscal day, or night, with him, is between 11.00 and midnight, just after theater

or concerts or the second performances of the big motion picture houses, and never a night, however beastly, but he'll wait on a hundred people at least. That means one hundred sales of soda, and one hundred people seated where they cannot but see the innumerable specials of the hour, every special bearing a big price tag, done in plain letters, and luring them to step over and buy. If they don't buy then and there, just the seeing them fixes the suggestion in their minds. When they do need the given objects, they'll remember and come to a Dow store and buy."

"And the men who attend these fountains,—who can make or unmake your business,—what of them?" he was asked.

"Men and women," he corrected.

"No matter how good their recommendations, when engaged, we teach them, just as though they'd never drawn a glass of soda water before; we show them the rudiments, from the very start. We want them to know soda serving done in our way. It takes about a week to teach a man or woman this; they are paid their full wages meanwhile. We believe in good wages for soda fountain dispensers,—in even our most remote stores the soda drawers receive a minimum of twenty dollars a week."

#### Labor Schedule Fair to All

In the all-night drug stores of the Dow chain, the all-night man leaves his post each morning at seven, when the first day man takes charge of the soda fountain. This man serves fountain, as it is called, until noon. A second server then reports, assisting until one when his predecessor goes to dinner.

From two until six in the afternoon the two dispensers attend the fountain. In certain of the stores it is always men who are on duty for this run. These are what are known as the men's stores, drug stores to which male customers come in great numbers. Certain other of the stores, frequented largely by women, have girls to serve instead.

The man who reports at the fountain at noon, leaves for supper at five, returning at six. He works on then, until eleven at night. Should need absolutely require, any of the other clerks of the store can lend a hand serving crowds gathering about the soda stand; soda dispensers at a given store teach the other attaches the general plan for attending customers, although the actual fine points of Moore's methods are apt to remain the trade secrets of the actual dispensers trained by him alone.

With the exception of the addition of the all-night man, this schedule is the typical one of the Dow soda fountains. By it, attendants operate the equally typical three-draught-arm fountain devices, with the twelve pumps, which are the rule. The best hour of the day, at the most of these fountains, is from twelve noon until one of the afternoon, and rare the day, no matter what the weather, that 300 people are not served, at very least.

But there are exceptions. One of the finest down town fountains has as attendants only women. Two of these start their day's work at seven in the morning. A third woman joins the crew at eight o'clock and a fourth at nine in the morning. The four are always in full swing from eleven o'clock on, and if not there themselves, are responsible for a substitute in their place. The big hour in this,—and the other so-called "women's stores," where women customers predominate over the men, is from eleven until noon, though the rush continues until two.

Not less than thirty different beverages are ready for instant serving to these comers. Strange as it may seem, newcomers to the soda serving world often receive their final lessons at these large-scale fountains, just in order

that they may grow apt in dispensing rapidly an infinite variety of wares.

The costliest drink sold at a Dow fountain is a pistachio specialty,—forty cents the call. Next most expensive, and considerably more popular, is the pistachio bonbon,—thirty-five cents. The very cheapest drink served is any one of the phosphates, offered now at ten cents, including war tax.

#### They Make Tanks of Chocolate

"Chocolate," Moore tells us, "is, by all odds, the most popular of the flavors. We make our own syrups, as we find that this gives best results. An entire floor of our headquarters building is given over to this work, and to the preparation of the sandwiches used at counters for luncheonettes. Not less than twenty-two people are employed here—syrups, concentrated fruit juices, extracts, go out in giant quantities. Four fifty-gallon kettles are reserved for cooking chocolate each day. Our raw material for the chocolate is, of course, cocoa, and we buy this by the barrel. Each day, cocoa is cooked to chocolate for use in the stores on the immediate morrow. We start our cooking at seven A.M., and the result is ready to deliver by half past nine. The thoroughly-cooked chocolate has been strained and filled into cans holding two, three, five or ten gallons, as the case may be. These cans are then sent to the stores, as there is call, to be used by them the following day."

"At every soda counter," Moore explains, "the attendants are furnished with a soda pad,—a neatly ruled and sectioned form on which everything needed by a place of this sort at any time is listed. It's the work of a moment for the clerk to check the column beside the name of the object desired; or insert the figure indicating the quantity needed.

"The items on this pad are not arranged alphabetically, but in importance, as need may arise. We believe that this saves much time in both marking down and arranging delivery.

"First thing of the morning of the official Dow day, one clerk at headquarters is assigned the task of telephoning each of our fountains, and determining exactly what is needed. The attendant there reads off his pad; the clerk here copies the list on a corresponding pad. No words are wasted; entire stores' wants can be listed in a very few moments.

"The order, not as given,—but as we then determine what it should be from what was given,—is prepared for the store. In filling the requisitions, we almost never give the stores exactly what they want. Instead, we calculate the amount we believe they really need,—in short, we deduct for enthusiasm and hope. If a store requisitioned for twenty dollars worth of syrups and forty dollars worth of ice cream, it must have shown sales for about that amount the days preceding, or tell of some extraordinary occasion in the neighborhood, to warrant such a supply. Stores are kept down to a minimum, in order to prevent extravagance and waste, and in order that each day's receipts may be consumed that day, and the store be ready the next morning for an absolutely fresh supply!

"After chocolate, the next most popular drink is lemon. Strawberry succeeds this; nectar,—once the great favorite,—comes next. Other syrups then range about equal as popular favorites."

#### Moore Does Not Adopt Newest Drinks

When new drinks appear on the bibulous skies, Dow's do not curry favor with them. A drink must have established a demand for itself before they will introduce it to their fountains. Then, one fine day, a long white strip of paper, its printing in heavy black, will advise

(Continued on Page 30)

# Customer Offers Some Caustic Criticism

*Outside Observer Speaks Freely of Flaws He Finds Most Frequent in Service at Even the Best Fountains*

HERE are always two sides to a question. The soda fountain proprietor and dispenser expect to cater to the public, of course and yet it is very easy to become engrossed with the details of buying, preparation, and service, and to lose sight of some of those things which please or displease the customer.

A customer who is a frequent patron of different soda fountains, recently expressed himself in no uncertain terms as to some of the things which he often met and that he particularly disliked. This gentleman happens to be a business man of shrewd, comprehensive judgment. He has been successful in different undertakings of widely varying natures, and so it is safe to assume that his ideas are not without value.

In the first place, this gentleman whom for convenience sake we will call Customer Kent, expresses himself as surprised that the points upon which most fountains fail are the obvious easy-to-detect and easy-to-remember ones.

During the recent heated spell, Customer Kent experienced a craving for lemonade. He noticed, too, that many others, both men and women, seemed to appreciate the refreshing character of this good old standby of a drink.

The price charged for a glass of lemonade advanced during the heated spell in different places, owing to the sudden jump in the price of lemons. Being a reasonable man, Customer Kent did not find fault with the advanced charge for the finished drink. Yet what he did object to was the fact that the old-time, generous, lemon drink had disappeared. He was willing to pay the price for the goods but, he wanted those goods delivered.

In fancy, he would see a glass of ten ounce capacity of the ice-cooled liquid in front of him. In reality, again and again, small mineral glasses of a weak beverage were placed before him when he asked for a lemonade. At one soda fountain, the container held little more than six ounces, and part of the cubic content was taken up with ice at that.

Out of curiosity, Customer Kent watched and saw the half of a small, dried, runty lemon used, a mere suspicion of sugar and the ice water added. He was charged twenty cents. Mr. Kent figured out that the cost of that drink as far as materials were concerned, could not have been over two and a half cents, for only half of a small lemon was used.

Reckoning the overhead as fifty per cent it makes the cost of doing business one cent and a quarter on this glass of lemonade, but for the sake of easy reckoning, we will call it one cent and a half, making a finished beverage costing four cents. Again, supposing that the proprietor should have a profit of one hundred per cent, then the finished drink would cost eight cents.

But Mr. Kent proposed to be generous, and he suggested that two cents more be included for good measure, to cover taxes, breakage, etc. This would total ten cents. Customer Kent said that he would not have objected in the least to twenty cents, or even twenty-five cents, provided he had been given a cold, delicious, satisfying beverage, but to pay twenty cents for a mouthful of lemon-flavored water was in his opinion, nothing more than an imposition, and as he feels, a flagrant piece of dishonesty.

He argues that one fine, fresh lemon will make a delicious beverage, together with sufficient sugar or syrup, cold water and ice. However, again and again nowadays, he is being presented with these small, mineral glasses, and he doesn't like it. With lemons at the normal summer price, he reasons that he should get a first-class lemonade for fifteen cents, and as he drinks lemonade all summer, he objects to submitting to profiteering.

Customer Kent was fair enough to take into consideration that when lemons go sky-larking in price, lemonade must be charged for accordingly, and here he brought out a point not always taken into consideration at the soda fountain, namely, that

it is not quite fair to have a fixed charge for a beverage made of supplies, the market value of which fluctuates in a marked degree in the summer time.

Customer Kent points out that he pays a different price for lemons and berries and other food items, and that the public would be impressed with the sense of fairness of the soda fountain which would be forward-looking enough to change the price on such items as lemonade, according as basic costs warranted.

This brings us to the second point of our friend's observations. It is: The customer is willing to pay for the best ingredients, but he wants quality goods delivered in full measure. Anything short of this the customer considers taking an unfair advantage and profiteering.

Customer Kent was emphatic in his protest against the habit of so many waiters and dispensers who handle the rims of glasses from which he is expected to drink. He says that it is no infrequent thing to have an immaculately-coated youth bring him a glass of water, a glass of root beer, or an ice cream soda, held with the palm of the hand over the liquid, and the fingers clasp the edges of the glass, or steadying the glass in its silver holder. This has long been considered inexcusable in any home or in any first-class eating place.

Customer Kent says that without doubt soda fountain proprietors give general instructions to their helpers on this point, but he believes that the rule should be enforced and a legal penalty attached if necessary, as much as when an automobile tail light fails to function, or a traffic rule is disregarded. He says that within a single week, he has seen this simple requirement of good manners, good

## SEEING OURSELVES AS OTHERS SEE US

*To anyone engaged in merchandising anything from sundae to locomotives the customers viewpoint is valuable but sometimes difficult to get. We become too much accustomed to seeing only our own side of the case. The accompanying article gives us an idea of what the customer is thinking and if the criticisms and suggestions seem a little unfair it must be remembered that they represent the feelings of a man who is deliberately trying to find fault with soda fountains as he has known them. His views should be valuable as indicating the faults in the service which are likely to prove most annoying to patrons.*

judgment, and sanitation, broken in four supposedly first-class establishments. This brings us to the third point of Mr. Kent's findings. It is: See that reasonable rules are obeyed. Take nothing for granted.

The fourth point to which Customer Kent objects, is the sloppy method so frequently met when liquid beverages are served to him. He asserts that he has seen so many drinks slopped and spilled, that when a dispenser or waiter starts toward him with anything, that instinctively he begins to cringe and to wonder whether or not he will be partly bathed in it.

To justify this feeling of his, he recounted that within the week he had seen a young woman with a dainty, new silk gown, liberally spattered with an acid fruit drink; and observed a goodly portion of a dark colored beverage turned over a crisp, expensive dress. In both cases, and they occurred in different places, the waiter made no remark at all, but hurried off and came back with a much-soiled towel and sopped up as much of the spilled liquid as possible. Again, in both cases, either the proprietor or the head dispenser was in sight, saw what took place, but made no remark or took no notice of the incident within sight or hearing of the customer.

#### Customers Expect Neatness

Naturally, as Customer Kent says, such things do not make for pleasant feelings or an inclination to go back. No one wants to spoil a valuable gown, to have a suit spotted, or an expensive outside wrap badly soiled, for the sake of indulging in a little refreshment on a warm day or evening.

Customer Kent smiled as he related that he was out with his own daughter and a group of her friends a few days before. He proposed that they all repair to a certain soda fountain for a drink. One of the number made a grimace, spoke up and said:

"I never go there unless it's a rainy day and I have my mackintosh on. Let's go over to ....'s. It's a little farther away but they don't serve your drinks for outside use!"

And so once more we come to something to remember which is: Don't tolerate sloppy service. It is inexcusable, prejudices trade, and is the mark of clumsy service and management.

Customer Kent says that he is often astonished at the surprising indifference of waiters to the needs of customers. If an individual goes into a restaurant or a hotel dining room which is well managed, a waiter hovers near to ask, "Is there anything else?" or even to make definite suggestions as to a dessert or something extra good. This little attention is really pleasing, and results in much larger orders and much better satisfaction on the part of the patron. But in nine soda fountains out of ten, according to Mr. Kent's experience, the waiter shoves you what you have ordered and vanishes.

Should you chance to want a second serving or something additional, you have to go through a regular wig-wagging system of signals to get attention, and usually the waiter looks upon you as a strange creature indeed, to want anything else.

He believes that waiters should be instructed to keep an eye on customers as long as they remain, and to come near from time to time so that should they decide to have something extra, that there will not be a painful period of waiting before attention can be attracted. A great many soda fountains are guilty on this account, and so it is well to nail the reminder in some conspicuous spot: Customers should have the attention of waiters until they leave. Such attention is pleasing and productive of increased business.

Another point which Customer Kent makes has to do with the change received at the soda fountain. He says that more times than he has fingers and toes, has he been given coins which were wet and sticky with syrup. No

one likes to take hold of money which is patently not clean, and even after a vigorous wiping of fingers with a handkerchief there is still an unpleasant feeling. The coins soil the inside of pocket or pocketbook, and when taken out they are often still damp and sticky.

The seventh point which our friend makes, is the habit in so many places of handing him a soiled menu card. The thought and the sight are not suggestive of pleasant things. It is relatively easy to furnish new menu cards, or to protect those regularly in use with a holder of some kind. Some places are particular in this respect, but in Customer Kent's experience, they are not very numerous. Even at that, the arrangement is not always easy to follow, and many times the names give no hint as to what sort of a cat in a bag you are buying.

#### Mr. Kent Wants Clean Menu Cards

Customer Kent says that should he ever run a soda fountain, that he will be a stickler for the following things: Menu cards will be clean. They will be easy to follow. And the names will be reasonably descriptive.

The eighth point in Mr. Kent's list has to do with the deadly monotony of the average menu. He says that he cannot see why it would not be better to arrange attractive leaders, to be presented on different days of the week, and not to serve the same things day in and day out, world without end, amen!

It is to be remembered that Customer Kent is on the outside looking in, and that in a certain measure he is permitting us to see ourselves as others see us. It is a good thing once in a while, to stand aside and to watch ourselves go by. Surely the things which he has suggested are intensely practical, thoroughly reasonable, and entirely possible. They do not call for the outlay of money or the installation of liberal equipment, but only necessitate the exercise of a little commonsense and energy.

How about it?

#### FOUNTAINS DIFFER ON SALES TAX

Prospects of a state gross sales tax in Washington is causing worry among soda fountain managers in Spokane who are presenting a divided front on the subject with little ground between the advocates and opponents of such a move.

Governor Louis Hart has gained statewide support on his advocacy of the gross sales tax and there is a likelihood of a special legislative session soon to enact such a law. The move is entirely independent of the national discussion of taxing all merchandise transactions.

Spokane proprietors are about divided on the move. Two extremists were encountered in W. E. Morrison, manager of the Staples Candy Company and in H. F. Hintz, manager of the Alpine.

"I believe the elimination of the present war tax on our sales should be made at once and the gross tax submitted," Mr. Morrison declared. "We would collect no taxes from small sales such as ice cream cones and drinks from 5 to 10 cents but would make this up on the larger sales."

That the present taxation is unjust is the united opinion of all Spokane managers, the division being on the remedy or substitute tax.

"A gross tax on our sales would make what the consumer pays even higher than the system used today," stated H. F. Hintz. "Let us pay our excise taxes in some other form. Why we would force the customer to pay as high as 18 to 20 cents on the dollar to cover all the gross taxes that would accumulate on a dollar's worth of sugar, for example."

That there is a likelihood of confectioners from all corners of the state forming into bodies for the advocacy and the rejection of the state gross tax is considered likely by Spokane soda fountain men.



# Nickel Drink Stands Hurt Fountain

*Hot Competition from Thousands of Little Stands Cuts into Business and Makes Reasons for Their Popularity Interesting to Soda Men*

IT was only a few years ago that the five cent orange drink and the glass of root beer for a nickel became so popular. Now every large city and small town has its share of drink stands where people can step up from the side-walk and get a drink in jig time. That these stands are highly profitable is proved by the number of them. They are as thick as flies in the metropolis. They spring up over night on the vacant corners. They get the beverage profits that should come to the druggists fountain and why is this the case?

The popular expression thimble-full describes the size of the small stands offering. The glasses with their fancy curved shape which makes for less capacity hold little more, if they do hold four ounces. If the druggist was to serve a drink in such a container he would be at once reprimanded for his nerve and yet thousands of people patronize these stands.

## Their Convenience Helps Their Business

In the first place they happen to be right at hand the moment a person feels thirsty. If it is the shop-worn shopper the instant she comes up for air after a dive into the bargain counter there is the attractively cooling looking five cent drink stand. That she makes for it with outstretched nickel is only human and natural. We have all done so ourselves.

The popular soda fountain check system where the customer buys a check and then presents it for a drink or gets his drink and waits for it in line, waiting just as long again to pay his check to the cashier, thereby upsetting all his rush hour plans, contributes greatly to the business of the five cent drink stand. Druggists generally have adopted cashier and check systems and as a result have played right into the hands of the nickel stands. Standing on the corner in front of a pharmacy the other evening with a few moments to spare from supper hour the following conversation was heard from a young man escorting a lady friend along Broadway in the direction of one of the theatres.

"Let's have a soda," said he.

"Not on your life in that place," was the fair one's reply. "We have to hurry and in there they are forever monkeying with a check for this and a check for that. Let's stop right here and get an orange drink."

And so it happened that another good druggist lost some coin by his system. We are in an age of the save time and bother variety. The nickel stands are therefore up to date.

## How a Ninth Avenue Druggist Wins

Ellison and Bierner, pharmacists at the foot of the Ninth Avenue "L", 42nd Street Station, have the drop on the soda stand proposition. They have leased one of their side windows to a soft drink man who has installed an old bar and serves the passersby to the queens taste. The druggists reap a rent harvest for the location. In winter they say they will let the soda man move inside.

"The big store manager will tell us that he has the cashier system because it is a problem to keep honest help. How does he keep an honest cashier? Let him hire the same class of soda dispensers as his cashier and he will be able to get all his rightful dues," so argued one of the soft drink sellers the other day.

The claim for cleanliness is another winner for the



*This Stand is Typical of Thousands All Over the Country*  
small stand. They make the drink before your eyes and the fruit juice apparatus is in every case in sight. They keep things clean, that is true and this is something that makes for popularity to-day as constantly the people are probed with cleanliness advertisements.

We see the big cakes of ice at the nickel drink stand and somehow this sight seems to cool us off, hence more sales. The soda manager of one of the largest chain store soda fountains said recently that nothing he has ever tried made for fast sales like the plan he adopted where small bottles of soft drinks were kept in sight on the fountain covered with cracked ice. To be sure the ice melted fast, but the wet goods sold faster. The sight of ice helps soft drink sales in hot weather.

If it were the fact that the popular drink was made of oranges and that alone that made the small stands so popular why would people not stand in front of every side street stand gobbling oranges? They would if it was the orange that people wanted. They want the cool drink served quickly and correctly, be it made of lemons, oranges, grapes, or crab-apples. These same stands could all do an enormous business in sweet cider every fall when the cool drink business is over. Was there ever a more popular drink and one which has been described by the best literary talent of the age as often as red circus lemonade? It isn't the orange that sells the orange drink, but it is the fact that it is a nice cool and clean drink at hand when we want it. And there is so little trouble to get it. No check system.

## Nickel Drink Stands Sell Other Things

And these stands don't stop at getting our soda fountain business. They continually get sales that should go to our store candy department. They keep prominently displayed all the popular gums and sweets in small packs.



ages that are in vogue to-day. They don't forget salted nuts which are at present great sellers. They get the coin. Do they get more because we sleep?

It would be novel to find even one of these stands in the poorest quarter whose employees did not at all times wear a white coat. The day of the shirt sleeved, flowery-gallused soda server is rapidly disappearing, though when it comes right down to it no one ever set a better series of drinks across a marble fountain slab than some of these same shirt sleeved, prominently suspended fellows.

### COMMISSIONER WANTS TAX REMOVED

**Levy on Fountain Drinks Denounced by Mrs. Weizmiller of New York in Letter to President Harding**

Having failed to obtain a hearing through appeal to Senator Penrose (Pa.), Mrs. Louis Reed Weizmiller, Deputy Commissioner of Public Markets, wrote recently to President Harding asking him to "use all your personal power and all the power of your great office" to obtain the removal of the Federal tax on ice cream. The tax has served, she said, to raise the price of ice cream from one profiting level to a higher one. Her appeal continued:

"Since the essential ingredients of ice cream—sugar and milk—are indisputably necessities of life, regardless of what form they take, the mothers of this State maintain that this tax is a vicious measure and against the welfare and interests of America's childhood. They further believe that the nation does not need this revenue at the expense of childhood."

### PINEAPPLES PLENTIFUL THIS YEAR

Figures compiled by the Matson Navigation Company indicate that no less than 6,000,000 cases of canned pineapples will find their way into this country from Hawaii alone. The crop of the Islands for 1921 is just about up to the high average of the last three years and the movement of the canned product has already begun with a shipment of 90,000 cases. Some of the crop will go through the Panama Canal and be loaded on the Atlantic seaboard while a large amount will go to Seattle for rail trans-shipment.

### MOORE QUENCHES CINCINNATI'S THIRST

(Continued from Page 26)

the passing word from the outside of every Dow window, that "Orchardale," or whatsoever it be, is being served inside.

Every so often, to promote service, Moore assembles the attendants of the fountains, there were fourteen fountains when he came, now there are twenty-three, in groups, and he talks to them. He tells them, first, how to approach a customer. He tells them why they mustn't chew gum when on duty. He tells them of the importance of clean, inviting garments. He tells them why silverware should be kept polished; he tells them other fine points of the business.

The waiters, he states, are the most difficult orders to fill. Next most trying, to a server, on a busy day, is a malted milk—some folk want ice in this, others do not; some want chocolate, some do not. And all forget to mention wishes and are testy when they are asked.

Six hundred customers a day for the twenty-two stores is 13,200 clients in all, as Moore figures it. Allow for the larger traffic of the very big in-town stores, and twenty thousand persons is the average the Dows figure their supplies upon.

Twenty thousand beverage serves a day for each of the thirty days of June, and you'll find Moore responsible for quenching the thirst of—well, you may figure it out for yourself at your ease, any time that you choose.

### HORTON CO. AGAIN TARGET OF ROBBERS

**Successful Theft of \$33,000 Some Weeks Ago Leads Robbers To Make Futile Attempt on Larger Sum in New York Concern's Safe**

Five armed and masked men gagged and bound employees of the Horton Ice Cream Company in the dormitory of the Horton Building, 205 East Twenty-fourth Street, early in the morning, Aug. 24, then worked for an hour and forty minutes in an unsuccessful effort to open the safe on the sixth floor containing \$50,000. The bandits obtained \$60.

Hiram Ayres, superintendent, who, with four other employees of the Horton company, all armed, slept on the seventh floor in a dormitory equipped for use of late workers, yesterday attributed the attempted safe breaking to the same gang which recently robbed Horton employees of the weekly payroll in front of the office building, escaping with \$33,000. E. B. Lewis, president, said that after the previous robbery a letter was received from the bandits, thanking the company for its "handout" and promising to "call again."

Mr. Ayres and his companions were tied to the cots on which they had been asleep when the robbers entered by a rear fire escape. They were bound with cords of the window sash type. When the bandits entered they switched on the dormitory lights, leveled revolvers and ordered "hands up."

The employees secured, the bandits proceeded to the sixth floor. After working on the safe for almost three-quarters of an hour the men were frightened off, probably by the sound of a freight elevator ascending. The elevator runs all night.

According to Superintendent Ayres the bandits behaved with the utmost coolness. After binding the men in the dormitory one burglar ordered a subordinate to "throw the blankets over those poor boobies—they might catch cold."

During the robbery seventy-five employees were working on the lower floors of the plant. No inkling of what was going on came to them until detectives arrived from the East Twenty-second Street station.

### SOFT DRINK STANDS DISCIPLINED

**Chicago Health Commissioner Makes Fight on Uncleanliness and Profiteering of Independent Sellers of Bottled Drinks**

Many of the wild cat soft drink stands which sprung up near Chicago's Municipal Pier during the Pageant of Progress have been closed or cleaned up by Health Commissioner J. D. Robertson. Profiteering and unsanitary conditions were the charges made against these impromptu dispensers of soda water and soft drinks.

Many of the regular Chicago business firms operated modern fountains at the pageant and a record-breaking business was conducted when thousands jammed the pier during the big days of the exposition.

The independent dispensers erected their stands for nearly a mile down the streets leading to the exposition. Many of them were operating without licenses or proper permits.

"Some of the stands were found to be in filthy condition," said Dr. Robertson. "No water connections had been made and one or two buckets of water a day have been sufficient in the minds of some stand owners for cleaning the glasses. Lemon peelings and other waste were piled high behind the stands."

Prices in many instances were declared to be out of all proportion to actual cost of the beverages.

# Diplomacy Wins Out Despite Disaster

*Mr. Blank's Applied Psychology is Successful in Smoothing Over the Unpleasantness of the Chocolate Marshmallow Sundae*

By "CHARLEY"

THE DISPENSER'S hands were wet; the metal sundae dish was slippery. Fate stepped in at this point and added the finishing touch. The chocolate marshmallow sundae, thickly topped with the thick oozy marshmallow, slipped from the wet grip of Charley, crack dispenser at the exclusive Blank fountain. Its path in midair resembled somewhat the movement of an airplane doing a double loop under the guidance of a green flyer. Twice did the metal dish and its load of marshmallow revolve before going into a perfect nose-dive, marshmallow end down.

Into the haven of the waiting lap, a lap of considerable breadth, well covered with a broad expanse of satin, the ill-fated sundae dropped. Had it been content with dropping and remaining in one spot, all would have been well. But not so. A chocolate marshmallow sundae nestling on a white satin skirt, could the situation have been worse? Most decidedly it could, and was. To add insult to injury, some of the chocolate syrup trickled downward and added white satin pumps and silk stockings to the casualty list.

In time of great disaster, speech frequently fails. In this case, the silence was unbroken for perhaps a period of two seconds while the two principals in the tragedy viewed the wreckage. Action came before words. As quickly as her two hundred pounds would permit, the lady gained her feet, while such of the marshmallow sundae as remained in her lap slowly wended its way down the front of the skirt to the floor, giving the white satin dress that effect which is so much sought after by American manufacturers of high priced Chinese pottery. She drew her two hundred pounds up to its full height, perhaps five feet three, while with red face and flaming eyes, she opened fire on the hapless Charley. The tirade awoke the dispenser from his horrible trance and he dashed for the fountain to secure a cloth to attempt the removal of some of the soft ooze from the ruined dress.

## Charley's Disaster Becomes a Rout

The general fountain cloth was all he found available. It had long since lost its original whiteness, and although it had been washed and boiled many times, a permanent hue of muddy brown remained. Applications

### "CHARLEY, WHEN YOU GET IN A TIGHT PLACE, TAKE YOUR TIME AND DON'T GET EXCITED"

This bit of advice from an old experienced fountain owner to one of his dispensers after the latter had dropped a marshmallow sundae in a pompous lady's lap and immediately forgot his fourteen years of experience, carries a world of meaning. To a person who has observed the manner in which various sudden and unpleasant situations have been handled at soda fountains, the foregoing terse expression is a jewel. Too many men are easily excited by unusual happenings in their establishments.

Quick thinking, common sense, and readiness in meeting the unusual have turned many an apparently hopeless muddle into a successful solution of a difficult situation.

But suppose that instead of a fat, pompous woman, bubbling over with her feeling of self-importance and an ideal subject for the subtle flattery of a fair-to-middlin' psychologist, that the proprietor of the fountain had to meet a situation far more difficult? Imagine a hardened traveling man, impervious to flattery, a stranger to the fountain and its force, entering a protest in no uncertain words and tone against an apparently high price, on a Saturday night while the store was crowded to capacity. What would you do?

In the October SODA FOUNTAIN "Charley" will describe how Mr. Blank pulled through this difficulty.

of the wet cloth to the white satin skirt covered with chocolate marshmallow topping eliminated the Chinese pottery idea and produced an effect which would have made a dealer in Turkish rugs turn green with envy.

Then it was that the observer of the marshmallow sundae catastrophe realized why the rug makers of Turkey and Persia drive their camels, feet well-covered with mud, across all new rugs before taking freshly woven goods to market. And, at the same time, he wondered why American weavers of Turkish rugs did not steal a march on their foreign competitors by using chocolate marshmallow topping.

To return to the fountain. The proprietor, Mr. Blank, himself, had by this time appeared on the immediate scene of the disaster. The lady, slightly calmer owing to the fact that she had expended all of her vocabulary and most of her breath in telling Charley just what she thought of him, turned

her attention to Mr. Blank, with whom she was acquainted, being a frequent and free-spending patron of the establishment, and permitted the downcast crack dispenser to escape to his haven behind the fountain. The store was well filled with people at the time and Charley busied himself in taking care of the rush which had accumulated as a result of the accident. Throwing himself into the work of taking care of a number of customers failed, however, to shut out the harrowing thought that after fourteen years in the business as a dispenser and known at every fountain in the district as one of the fastest and best men in the soda game, he had spilled a sundae in a customer's lap like a green hand the first day on a new job.

All the fountain men in the district had said he was a crack dispenser and he had believed it himself. As he hurried about, however, he began to doubt his own ability. His thoughts played havoc with his work. Back in the days of the Russo-Japanese war, he remembered reading how a Japanese naval officer had lost his ship in battle and, as the ship went down, the fighting man had stood on the bridge and unhesitatingly committed suicide. But, on the other hand, Charley figured he was not a Japanese naval officer, and likewise, did not much favor the hari-kari idea anyway.

The boss would fix the matter up somehow. He always had been able to handle all sorts of ticklish situations with tussy customers.

Then came the disturbing idea, that the boss might think this offense serious enough to discharge a dispenser. And suppose the woman demanded a new dress and Mr. Blank insisted in taking \$5.00 a week out of his pay envelope until the damage had been paid for? Worrying certainly would not help any, so he tried hard to forget the whole thing. In the meantime, the damaged lady and Mr. Blank were quietly talking the matter over near the door, and to the great surprise of dispenser and other patrons as well, she left smiling. Mr. Blank returned to the fountain.

#### Mr. Blank Brings Up the Reserves

When the proprietor from his vantage point behind the syrup wells, first saw the masha-mallow sundae go hurtling into the pompous Mrs. Tirpin's lap, he knew the opening shot of a tea-cup war had been fired unless he acted, and acted quickly. Having known his customer for some time and having catered to her foolish whims for several years past, Mr. Blank knew that he had a difficult proposition ahead of him to convince the lady that the spill was not made purposely and with malicious intent. She loved scandal; she fairly exuded it. And she had a sharp tongue. All this, the rather non-plussed Mr. Blank knew and it flashed through his mind the instant he had observed the dropping of the sundae. With her free-swinging tongue and not over accurate handling of the truth on all occasions, he knew that the woman could do his business more harm in a day than ten careless dispensers. She circulated in the very set from which he drew most of his patrons and made his best profit. Had she ever left the store in the frame of mind which immediately followed the accident, the neighborhood reputation of the Blank Fountain would have received one of the most severe jolts in its history. But she didn't. Blank used his head, a smooth tongue, and applied the psychology which twenty-one years in the fountain business had taught him.

Wearing on his face an expression which might have done justice to any of the great actors of the day who was viewing with stage-horror the committing of a terrible atrocity, the proprietor stared at the besmeared dress. "Mrs. Tirpin, you don't know how sorry I am that this should have happened to you of all people."

"It's an outrage! Why the dress is ruined and I only received it from Boston last Tuesday. That clumsy idiot, he—"

"Yes, it certainly was very careless. And that he should have done such a thing to one of our best patrons is even worse," Mr. Blank went on in his quiet way, gradually leading the offended lady to an unoccupied corner of the store.

#### Subtle Flattery Does the Work

"... the fact that it should have happened to you of all people." For a moment Mrs. Tirpin forgot her ruined skirt. Here was somebody who really and fully appreciated her importance. "... you of all people."

At last there was a man with sufficient intelligence to realize and appreciate just who Mrs. Tirpin was. Gradually she shook off her haughty chilliness. The dispenser might be a clumsy ox but his boss certainly was a thorough gentleman, a man of real intelligence. He realized and openly recognized Mrs. Tirpin's importance. She warmed to the thought. Her anger left. It became a pleasure to deal with such a man even though the pleasant chat dealt with a rather unfortunate occurrence.

"If you say so, Mrs. Tirpin, I will discharge the man at once." The truth of the matter was, Mr. Blank would have just about as willingly cut off his right arm. He timed his suggestion and anticipated the reply.

"Why, I should say not. The whole matter was an unavoidable accident. Discharge him? Certainly not!"

Mr. Blank became bolder. "At least, Mrs. Tirpin, you will allow me to replace the damaged skirt, if it is within my means to do so. It is the only fair thing to do." Had he not been sure of his ground, it is a certainty that the rash suggestion would never have been made. The lady's reaction to this apparent charity was to realize that such a thing was not in keeping with her social position or wealth.

"My dear sir, your suggestion is ridiculous. The cost of the skirt is infinitesimal, perhaps fifty dollars. It is nothing, I assure you." How Mrs. Tirpin did love to exploit the war-gained wealth of her ex-bookkeeper husband! How she loved to suggest fabulous sums by treating fifty dollars as a mere speck.

By the time the conversation had reached the suggestion of payment for the damage, Mrs. Tirpin stood just within the main door of the store; the subtle proprietor had led her there slowly but steadily, and her two hundred pounds fairly radiated satisfaction and pleasure. She actually smiled.

Behind the shining marble fountain, the crack dispenser of the Blank Fountain stood with his mouth open and that "how-did-you-ever-do-it" expression in his eyes. The pompous creature who had expended on him a complete vocabulary, mixed but nevertheless forceful, nodded her head in approval of a statement made by the boss and actually smiled. She smiled, when only ten minutes before the light in her eyes bespoke only one thing, a great desire to annihilate the poor dispenser.

The proprietor, Mr. Blank, psychologist, watched the lady enter her automobile and drive off. He turned to the fountain. The dispenser awaited the breaking of the storm. Blank chuckled now and then to himself but said nothing. The storm failed to break. Some three-quarters of an hour later, the silence was broken. "Charley!" and Charley stood erect from his glass washing as though he was a circus pony and a whip had cracked, "Charley, when you put your foot in it, use your head instead of your hands."

#### ROBBERS SHOW UNDUE DISCRIMINATION

John Mikudis operates a thirst emporium of modest proportions at 5301 South Halstead Street, but despite the fact that his soda fountain shop is a small one, it is a popular place for robbers.

John went to the police station to report that his automobile had been stolen. While talking confidentially to the station sergeant a phone message announced that robbers were looting the store at 5301 Halstead Street.

"Why, that's my place," John shouted. He cleared the squad room with a single bound and beat the patrol wagon to his store.

Later John helped the police in bundling two strangers into the wagon. The men gave their names as James Smith, 713 W. Fiftyfifth Street and John Donahue, 5217 S. Halstead Street.

The police later found the automobile.

#### CO-OPERATION HAS NOT HELPED BUYERS

The president of a California raisin company says that more than six thousand tons of raisins were used in home brewing in 1919, but that the demand from this source has fallen off since then. One glance at present raisin prices shows how effectively the growers have been co-operating with the prohibition authorities. All that is needed now is an association of hop growers similar to that of the raisin men and prohibition will become really effective.

# Soda Business Improved During Last Month

*Price War Only a Memory Now and Hot Weather Prevailing Throughout Country Has Sent Patrons Flocking to Fountains in Increasing Numbers*

**A**S WAS foreseen the newspaper campaigns for lower fountain prices which were so assiduously pushed for a few weeks have died out and been largely forgotten. Their effect on the fountain was bad for a time, since the public was led to believe that all dispensers were necessarily profiteering unduly, but now that the sensational headlines no longer stare them in the face most people have gone back to their usual habits and reports from all over the country show an increase in fountain patronage.

Prices have been reduced somewhat in many instances though naturally no one has been rash enough to attempt to meet the alleged demand for nickel ice cream sodas. Some have come down to ten cents per drink, without the war tax of course, but the standard rate for ice cream sodas seems to be fifteen cents, some firms adding the war tax and others absorbing it.

New York, as always, shows all possible price levels, with the fountains which are noted for low prices selling at ten cents and those which have a reputation for class to sustain asking as high as twenty-seven for ice cream sodas and up to sixty cents for fancy sundaes. Most drug store fountains are selling both at fifteen cents plus the war tax as are the soda-luncheonette establishments of the intermediate grade.

## Chicago Prices Somewhat Reduced

Though Chicago soda fountain proprietors and owners of fountain lunch establishments are themselves being slapped on the back, so to speak, by Russell J. Poole, city H. C. L. expert, they are much interested in Mr. Poole's efforts to bring down the cost of milk in Chicago.

The city price commission, headed by Mr. Poole has been active in a campaign to establish the uniform price for soda water at eleven cents and soft drinks of the Coca-Cola and Green River type at six cents, including the war tax. Several of the fountains and drug stores including some of the chain druggists have cut their prices to conform to these figures.

Despite these reductions there are very few loop fountains where customers even expect to find such prices. Dealers declare that with increased rents and other expenses which have not been reduced that it is impossible to make much of a reduction. As a result, it is safe to say that sodas will be found at twenty and twenty-five cents probably oftener than at eleven cents in the downtown district.

In outlying districts, however, sodas and sundaes are eleven cents and soft drinks correspondingly economical.

Mr. Poole has enlisted the services of Chicago newspapers in his campaign to drive the price of fountain dishes downward and from time to time lists of fountains and drug stores agreeing to reduce prices have been published. The item has included the appended note that "readers are asked to notify the paper if any firms mentioned above put their prices back to the old level."

Milk dealers have been involved in the last campaign of the city department, however, and a cut in price from fourteen to twelve cents a quart is due on September 1. Mr. Poole insists that twelve cents is still too high, however, and says that the dairies will have to come down to a dime in its retail price "or face facts and figures which they can't explain."

In October last year, farmers selling milk in Chicago

received \$3.70 a hundred pounds while milk was retailing at sixteen cents a quart. Now the farmers are receiving \$1.50, a reduction of more than 50 per cent and Mr. Poole declares that retailers should be able to make a profit at ten cents a quart.

Mr. Poole has been at Waukesha, Wis., recuperating after an attack of bronchitis. He inspected a number of dairy herds there and found them in excellent shape.

"Milk is going to waste up here," he wrote back to Chicago. "The market is glutted and milk is being fed to the hogs and dumped into streams and sewers. If the distributors split the farmers' reduction fairly we can have much cheaper milk September 1."

## Southern Business Reported Good

Fountain business about Birmingham, Alabama, is reported by a good majority of dealers as being eighty-five to one hundred per cent normal. Higher priced drinks are the only ones reported off any. One firm reports business of July just ended about twenty-five per cent larger than that of 1920.

During June and July, the latter month particularly, business of unexpected proportions developed. The smaller priced drinks were sold out on many days, owing to the hottest weather in nineteen years.

Fountain drinking has been interrupted somewhat during the present summer by the large number of watermelon places doing business about town. These have seized every available space, turned them into inviting places with music and dancing in some, and as one fountain man remarks, "they got the business."

A few fountain operators complain that as high priced drinks are not bought now as formerly, but admit they have just about as many customers. A majority, however, are satisfied with the trade.

The candy business of Birmingham is off, dealers say, from about twenty to forty per cent. No recent cuts on prices have been made as several say that previous cuts in price made failed to develop the increase in trade hoped for.

Hot weather, tendency of dealers to carry low stocks and the desire of the general public for cool edibles, such as watermelon and ice cream, are given as some of the reasons for dullness in the candy trade.

Wholesalers report business satisfactory. It is quiet with small, but regular, orders being received.

## Fifteen Cent Sodas Standard in Detroit

The smoke of the battle waged by a Detroit paper for a reduction in the price of ice cream sodas, has cleared away and we can read the signs easily now; that is, some signs like these:

All Sodas 15 cents including war tax  
Delicious Ice Cream Sodas 15 cents  
Fresh fruits—no war tax

The first one is shown by an exclusive candy shop retailing all of its candies at eighty cents a pound. The second sign is on the daily bulletin of a restaurant specializing in light lunches, where certain women shoppers can assemble quietly, and bask in the belief that they are having a taste of style.

Some little time before the newspaper mentioned waged its crusade in behalf of an impecunious public, the largest dispenser of sodas in the city had voluntarily announced

a reduction in the price of sodas from seventeen cents to eleven cents; or ten cents plus one cent war tax. It really doesn't matter how you say it, of course. A few other places followed the lead of this well-known establishment, which enjoys a reputation for fair prices. But the half dozen exclusive establishments boasting the trappings of Style maintained their prestige by ignoring the campaign in behalf of the average consumer and continue charging seventeen cents for sodas; fifteen cents plus two cents war tax. And you can probably find three or four places where they will allow you to pay twenty-two cents.

The drug stores have followed the trend of public sentiment for lower prices. Some stores are charging fifteen cents for sodas, while within two or three blocks another store may be charging eleven cents.

The war is over; and with no one admitting he is a profiteer.

#### Pacific Coast Fountains Busy

"Business is good in Spokane."

That is practically the unanimous opinion of confectioners and fountain men who are rejoicing in the business which came at the end of a late season and a general sales increase based on the near-prosperity Spokane is experiencing as the metropolis of a large grain-raising area.

The fountain business has turned the corner with a smile of prosperity. Prospects of a release from excessive fountain taxation will be another burden taken off of the operators who now see their way clear to forget the red ink column of their books.

#### SPRINGFIELD MAYOR DEFENDS SODA PRICES

**Massachusetts Commission Which is Attacking Fountains Gets Hot Letter From Executive Who Understands Conditions**

The "reply direct" has been made by Mayor Edwin F. Leonard, of Springfield, to Chairman Eugene C. Hultman of the Massachusetts State Commission on the necessities of life with regard to ice cream and soda prices.

The mayor repeated to the commissioner, with accompanying data as proof, his declaration that prices for these articles in Springfield were not "excessive," and enlarged upon his views of the incongruity of a commission on the "necessaries of life" dealing with articles which carry a "luxury" tax.

A belief that the state commissioner owed Springfield dealers an apology for his intimation that they were profiteering was the opinion with which Mayor Leonard closed the answer sent to Chairman Hultman yesterday.

"I do not find any profiteering in these articles in Springfield," the mayor said on the subject of his correspondence to Mr. Hultman; "and I do not like the idea of the implied threat in his last letter. What are his legal powers?"

Mayor Leonard's letter to Mr. Hultman, which he accompanied with statements from local dealers on costs and prices and with other data which he had been at pains to gather within the past few days, reads:

"In reply to your letter of the 22d inclosing copy of law establishing a commission on the necessities of life, would say that I am inclosing several letters received from dealers in this city which will be self-explanatory.

"In answer to your question for the data on which I base my opinion, would say that it is upon these replies and on personal interviews and on practical knowledge of costs and conditions that I have based my opinion that prices for these articles were not excessive in this

city. I would especially call your attention to the letter of Forbes & Wallace, who state that the cost of ice cream soda, for materials alone, is 8½ cents. This allows nothing for rent, clerks, deterioration of equipment or material, refrigeration, waste and interest on equipment and all other overhead.

"What do you figure as the real cost of this glass of soda? Ice cream cones are selling here for five cents, most dealers paying the tax themselves. Plain soda sells for five cents, ice cream sodas for 10 to 15 cents, plus the tax, according to the size of the glass, quality and service. The cost of equipment in this business is very large, the deterioration of equipment and material so rapid, the season so short, together with the overhead, that it leaves little profit at the end of the year.

"You say that 'from investigation of your commission it appears that retail dealers in ice cream and hot weather drinks have been charging 10 cents, 15 cents and 20 cents for articles costing at from two to five cents.' How did you figure the cost on these articles? Did it cover all overhead?

"As you have intimated that Springfield dealers are profiteering, it would seem to me that you owe them an apology."

#### COLUMBUS MAN OPPOSES LOW PRICES

**J. D. Wright, Drug Store Proprietor, Says Lower Prices for Fountain Products are Impossible—Puts Some Blame on Luxury Tax**

J. D. Wright, of Columbus, O., proprietor of a drug store at Main street and Ohio avenue and president of the Columbus Retail Druggists Association, has issued a statement combating the public demand for lower prices at soda fountains, despite the fact that one of the largest downtown soda fountains and a pharmacy already have announced price reduction.

In his statement, Mr. Wright expresses his desire to call the attention of the facts relating to profit in ice cream service. Rents, clerk hire, soda fountains, glassware, fruits, syrups, he says, have increased in cost between 75 and 100 per cent. He declares that the average soda fountain is serving richer, better and more ice cream to a serving than ever before. Characterizing the soda tax as unreasonable by making the retailer the unpaid collector for the government, he states that it impedes service, thus increasing the cost.

The average soda or dope, made from syrups other than fruits, costs the retailer between 11 and 13 cents depending on the service and overhead expenses, according to Mr. Wright's findings. He declares that soda can be served at 10, 15 and 25 cents depending on the volume of business.

#### YEAST DRINKS POPULAR WITH DRUGGISTS

The extensive advertising campaigns which have been noticed of late in all the popular periodicals have had their effect on the yeast drink business of many soda fountains. At the Nauehm Pharmacy, 103rd Street and Broadway, New York, the head dispenser tells us that he serves yeast in malted milk and orangeade drinks mostly and that the proper dispensing of these palatable favorites with yeast added makes regular customers for his fountain, and indirectly for the store. At the Nauehm store they use a brand of ice cream that has a fine reputation in that particular neighborhood and sodas containing it just suit the patrons. The ice cream maker's name is used extensively in the store's soda advertising.

# Spa Fountain Manager Explains Success

*W. H. Shaffer Describes Methods by Which His Fountain Has Attained Popularity and Success With Philadelphia Business Men*

**M**EET W. F. Shaffer, manager of the soda fountain department of Thompson's Spa, 712 Chestnut Street, Philadelphia. Mr. Shaffer takes a real joy and zest in his calling, as may be readily imagined when it is known that on July 11 he had been exactly twenty-nine years uninterruptedly with this house, which for many years enjoyed fame as a temperance center, dealing largely in mineral waters. During all this time Mr. Shaffer's longest consecutive absence has been a three weeks for vacation.

It was in 1895 that Shaffer was first assigned regularly to the fountain, being appointed a regular dispenser. It was not long before he was made night manager in full charge of the entire place, which does a large business as a restaurant in addition to the fountain department. Shaffer held this position until 1917, when it was believed best for the interests of the house to build up the fountain department.

This was done by placing Shaffer in charge and having him concentrate upon it. Since that time the fountain business of Thompson's has been steadily increasing and many patrons come far out of their way to be served there. It is primarily a man's drinking and eating place, although women and girls patronize it to some extent and are made welcome.

Two reasons why the fountain department is popular with the men are, the real excellence of its egg and phosphate drinks, in which Shaffer always has taken great pride; and because it specializes in plain beverages and plain ice cream, almost entirely eliminating the fancy delicacies like cantaloupe sundaes, etc.

"We are plain, here; we serve no fancy drinks to speak of, but we give the best there is," explains Shaffer. "Our staples include red orange phosphate, for which I can safely say this fountain is noted, and egg phosphate flavored with straight lemon.

"The red orange phosphate is a blend of orange and raspberry flavors and tastes exactly like red Messina oranges. In our egg phosphate we never use any vanilla, or pineapples, nothing but lemon, and the way we make it and serve it certainly pleases our customers, who come here steadily. As a reminder to regular customers and a suggestion to prospects Shaffer always has a large glass bowl heaped up with eggs standing on the end of the fountain's top slab nearest the street, where it is in plain view.

"Another reason for our success," asserts Shaffer, "is that we serve all beverages in a ten-ounce glass, giving



W. H. SHAFFER, Fountain Manager of Philadelphia Thompson's Spa.

## SCHAFFER'S FOUNTAIN RULES

*Give the men straight drinks.*

*Quantity counts as well as quality.*

*Have the glasses shine.*

*We do not want a man to pay unless he is satisfied.*

*The customer who comes again is the one we want.*

the fullest measure for the money. "Our cheapest drink costs the customer ten cents. We not only serve quality—the best and the freshest obtainable—and quantity—the largest measure possible—but we try to make the customer satisfied and determined to come again.

"In fact we do not want to charge him unless he has been satisfied in every reasonable way. He is not asked to pay in advance, but only after he has been served.

"We also try to make it reasonably easy for our dispensers and other help. They work on an eight-hour plan, in shifts. There are always four dispensers at the fountain, either day, or night. We pay our help well and give them their lunch. We do not use premiums to stimulate work as, on our plan, we do not deem it necessary.

"We wash our fountain glasses upstairs. We tried it downstairs for a time, but found it unsatisfactory with supervision so far removed. Every glass with which a customer is served is absolutely clean and highly polished. This makes a great deal of difference in giving a place a good reputation at the fountain. In a word, we feel that our success in this department, as in the others, has been attained by quality, quantity and the best of service."

Fruit syrups are made on the premises. In summer, fifteen quarts of ice cream are used daily at the fountain while in the restaurant more than 200 quarts are consumed in the same

period. Five gross of ginger ale have been drunk at the fountain, so far this year, and four barrels of coca-cola, averaging forty-nine gallons to the barrel.

## NEW LAW HITS WISCONSIN DISPENSERS

**Fountain Bars May Come Under Same Ruling As Saloons If It Is Shown That Fruit Juices and Syrups Used Contain Even Trace of Alcohol**

Apparently through an oversight on the part of the framers of the Severson state dry act, which fails to define what non-intoxicating beverages may be sold over a counter or bar and consumed at the bar, all bars in Wisconsin drug stores and ice cream parlors where any non-intoxicating beverage is dispensed, may be subjected to the same regulations applying to bars or counters in saloons, it became known in Milwaukee, when City Clerk John J. Weiher asked the State attorney general for an opinion on such bars. District Attorney Zabel expressed the opinion that drug store and ice cream bars do come under the same regulations applying to bars in saloons. The district attorney, however, asserted he would not

commence any action to obtain the arrest of a druggist, or ice cream proprietor, but added he could not consistently refuse to prosecute because of the fact that the law is plain.

Numerous inquiries have come to the attention of the city clerk from druggists and ice cream parlor proprietors, all of whom quote Section 30 of the Severson Act which states:

"No person having a license for the sale of non-intoxicating beverages to be sold for consumption upon the premises were sold, shall maintain a standing bar or counter of any description at which any such drinks or beverages are consumed."

The law, in Section 1, defines non-intoxicating liquors as such liquors which contain no alcohol, and does not place such beverages as contain even less than one-half of one per cent in that class. In Section 6 the bill regulates the manufacture of non-intoxicating beverages and in that section near-beer, ale, porter and wine, containing less than the legal percentage of alcohol, are defined as non-intoxicating liquors, it was pointed out.

W. Stanley Smith, state prohibition commissioner, after stating that the word beverage has been replaced by the word liquors in Section 30, held ice cream parlors, drug stores and department stores are not subject to the same regulations covering saloon bars, unless liquor containing a trace of alcohol is consumed.

The prohibition director, however, offered little encouragement to the proprietors of drug stores and ice cream parlors when he stated that "the majority of soft drinks being sold, I am informed contain some degree of alcohol."

"We will take action in every case in which we find the law is being violated—wherever we find that drinks containing any alcohol are being consumed at a bar or counter—whether the bar is in a store, ice cream parlor, or drug store," Mr. Smith added.

Saloonkeepers have asked the courts for a permanent injunction to stop Mr. Smith from enforcing the act relating to bars and the case will be heard soon. In the meantime a temporary injunction will be effective.

Tests of fruit juices and syrups to determine whether they contain alcohol and therefore require a license for their sale will not be made until there is an authoritative interpretation of the new Severson law of Wisconsin, according to George C. Ruhland, health commissioner.

"We cannot undertake such tests until we know what they are for and what is to be decided by them," said Dr. Ruhland.

"Fermentation changes sugar into alcohol so any sweet liquid which ferments may contain alcohol."

An opinion given to City Clerk John J. Weiher, Jr., by Joseph L. Bednarek, assistant city attorney, holding that a license is required under the Severson law for the sale of any beverage containing even a trace of alcohol has been transmitted to Chief of Police J. G. Laubheimer. Soda dispensers and druggists await the outcome of the interpretations of the new law, before taking any action.

## FAILURE TO SERVE NEGROES CAUSES SUIT

A damage suit for \$5,000 has been filed in the superior court at Spokane, Wash., against Walter E. Savage, a druggist, for alleged refusal to serve soft drinks to Smallwood Goff and James Woodson, both colored, at the soda fountain belonging to Savage.

It is claimed in the charge that the two negroes ordered drinks at the fountain and that Savage refused to serve them solely because they were members of the African race. Ridicule and humiliation are the grounds for the damage suit which will probably be heard in court about September 1.

## NEW YORK CANDY MERCHANTS USE MANY CLEVER SALES IDEAS TO ATTRACT ATTENTION

### Sells 50 Pounds of Lollipops Each Week

Kanter can dispose of more lollipops than many of his brother druggists. His store is at Beach 116 Rockaway Park, Long Island. He has built a display rack of half-inch heavy mesh wire and sticks the candy in this convenient holder. By showing them up they sell. The chain stores use the same sort of a wire rack to display tooth brushes. Any hardware store can supply the wire. Only a few feet is needed. Fasten the ends together and it will stand of itself on any show case or floor table. Then simply stick the ends of the candy or brushes through the mesh.

### Bids For Parcel Post Candy Orders

The Pennsylvania Drug Company bids for parcel post candy business by displaying a neat sign prominently in their several stores. It is black and white; white letters, black board. This is the message: Leave your orders for candy here—we send via parcel post and express to all parts of the world.

### Hard Candy Favored For Display

Many of the large drug and candy stores are making use of the great attractiveness of the brightly colored stick and hard candies in their present window displays. Usually this confection is shown in sealed glass bottles and they are pedestaled up for a big display. The price card is prominent.

### Artificial and Fresh Fruits Window Features

Nothing touches the candy or soda window set off to a better advantage than a neat center of fruits which tends to convey the idea that fruits are an important constituent in the sweets make-up. A bunch of bananas at the corner fruit stand does not get much of an eye from us, but if we see the same in the candy or soda window of the next drug store, we will naturally stop to see what it's all about. The druggists show card tells us that only fresh ripe fruits are used in making his syrups and candies, and as the fruit seems to be right there in the window, we naturally give him the benefit of the doubt and do not scan his shop bottles to see if he has any bright coal dye colored extracts and essences which might find their way into his drinks.

### Novelty Candies Appear in Chain Stores

The chain stores keep new varieties of confections always to the front and dispose of quantities of their wares in this way. Something quite new is the marshmallow which has a dozen colors and kinds of coating smeared over it. It is attractive and selling fast at fifty-nine cents per pound. Some more of the newer styles in candy cuts on display in New York are Nutterd Apricot Mallows at one dollar per pound; Kiddy Candy Combination, hard cuts at sixty cents per pound; Russian Fudge, thirty-nine cents per pound; crystal gum drops at fifty-four cents and Menthe Variete at ninety cents. This last is a fancy mint confection mixture. Stuffed dates sell well at some stores and entire windows are given up to their display. They are enjoyable summer candy, as the sign says.

Jimmie—"Mummie, it says in this book that a baby fed on elephant's milk gained twenty pounds in one day."

Mother—"Nonsense, Jimmie! Does it say whose baby it was?"

Jimmie—"The elephant's."

# Chocolate May Be Featured Again

*Coming of Cool Weather Brings All Forms  
of the Product of the Cocoa Bean  
Back to Their Usual Popularity*

EVERY confectioner and fountain man will say that chocolate is his one unfailing seller, whether in the form of hot cocoa, chocolate sundaes and ice cream, or chocolate candy, and a little talk on increasing his sales in this line may seem out of place. But just because the majority of people prefer this flavor there is keener competition and the man who is known to be a dispenser of first class chocolate will find his business increased accordingly.

As the Fall and Winter season comes on, the chocolate urn, brightly burnished, should take its place on the counter and it should be installed early in the season so that the dealer will not be caught unprepared when the first cold or rainy day of Autumn comes. But the merchant should not be content with merely installing the urn; he should see that it is properly advertised.

A merchant in one of the smaller cities of Minnesota, in the midst of a large farming community, secured a list of farmers within a radius of fifteen miles, and to each of them sent a special card of invitation. He did not adopt the old fashioned method of printing a lot of hand bills and having a boy scatter them in the wagon or auto, to be scattered by the wind or destroyed by mud and rain. That method did well enough years ago, but we are living in an age of conservation now. We spend more for advertising, but we get far better results. Personality counts for much in advertising, and whereas a dodger will receive but little attention, a card enclosed in an envelope and addressed to Mr. or Mrs. John Jones will be read from beginning to end, particularly after the harvest season, when there is plenty of time to devote to any mail matter that may be received.

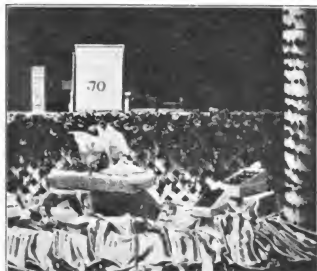
To go back to our Minnesota friends, the card read:

**Meet Me at the Fountain**

Don't stand on the corners these frosty days,  
but come to the

**Sweet Shop**

You'll find all your friends here enjoying a cup



## Attractive Background Brings Results

of our hot chocolate, just the thing to refresh you after a long drive or several hours of strenuous shopping. Make our place your headquarters when in town. Check your bundles at our store; write a letter or card at our writing desk. A cordial welcome always awaits you.

For the benefit of the ladies of the city they ran an ad in the papers, topped with a cup of steaming chocolate:

## Chocolate is a Restorative

Chocolate is more than a beverage. It is not a stimulant, but a restorative. It is a health drink and a food drink.

When fatigued by shopping drop into The Sweet Shop and have a cup of our delicious hot chocolate. You will be refreshed and be able to finish your shopping with the greatest zest.

Business men do not make a habit of reading newspaper ads, but a little card printed and left on the counter of a number of the stores will be read not only by the proprietor and clerks, but by a number of customers. Realizing this fact the firm went after "the tired business man" by card.

## Ever Try Hot Chocolate for Your Monday Lunch?

Instead of strong coffee and greasy doughnuts or pie, drop into The Sweet Shop and enjoy a cup of delicious hot chocolate and wafers or little cakes. You'll find them very refreshing, and you will feel far more like doing a big afternoon's work.

Hot chocolate is a restorative—take time for a cup of it in the midst of a busy morning or afternoon—the short time taken from your work will be well spent.

The secret of success with your hot chocolate trade is the ability to serve an appetizing drink and in order to do this the very best grade of cocoa should be used. There are plenty of cheap grades on the market, but it pays to get the best and to charge for the finished drink accordingly. As a well known clothing firm advertises "The thought of quality remains long after the price is forgotten."

Having secured good cocoa, the next thing to do is to



*Catches Patrons With Spider Web Display*



see that it is properly cooked. Put three quarts of cold water into a copper kettle, and add one and a half pounds of the best unprocessed cocoa, and when thoroughly moistened place on the fire and cook until it has boiled five or ten minutes, stirring very carefully after the boiling begins. When the cocoa is thoroughly cooked add four and a half pounds of sugar and boil for another five minutes. When cold, add vanilla to taste, about two ounces, then strain through a cloth to make a perfectly smooth syrup. Use about one and a half ounces of this to a cup and fill with hot milk, mix and top with whipped cream.

About the time that the chocolate and coffee urn begin to play their Fall and Winter engagement, the chocolate creams come out of their summer retirement and are once more in high favor. It is not good policy to handle them extensively in Summer as they are apt to become sticky and grayish in appearance and, indeed, the richness of them is almost cloying in warm weather. A few boxes should be kept on ice for those who must have their chocolates regardless of the season, and if this is done they will retain their shape and color.

With the coming of Autumn, however, they may be displayed in profusion, and the more attractively they are displayed, of course, the bigger will be the sales. In catering to the chocolate eaters it is well to remember that milk chocolate in bars is highly nutritious and palatable, and enjoyed by the youngsters. This appears to the best advantage in simple trims. A Brooklyn firm sold a large quantity by showing it in the boxes in which it came, the sides being knocked off to show the long slabs. A card suggested:

#### **Soldiers are Fond of Chocolate**

They find it very nutritious and sustaining on marches, and enjoyable at all times. Eat chocolate bars—Be a soldier.

The less expensive grades of chocolate creams and caramels were put up in a very attractive manner by a store in Louisville, Ky. The window was backed with green palm leaves and poinsettias, any other bright hued flower could be substituted, and on stands of varying heights were shown open boxes of the chocolate candy. Across the entire front of the window was a big spider's web of silver tinsel, with a card: "Silver spun is the gossamer web and behind it delicious milk chocolates for boys and girls."

When featuring candy for adults, fancy containers add to the beauty of the display and increase the sales of de luxe goods. The Fannie May Shop, Chicago, Ill., had an excellent example of an attractive trim. The windows are of the open back variety, permitting a view of the interior of the sweet shop. A low lattice background had masses of pansies across the top and many streamers of green foliage. Billows of cream color silk covered the floor and in the centre was a flat wicker basket painted cream and tied with a big purple bow, the basket being filled with chocolate and vanilla creams. Open boxes at either end held de luxe chocolate each in a little gilded paper carton. A white pillar at one end was wreathed with green vines, and a card suggested:

#### **Fannie May's Home Made Candies**

**Delicious and Pure      Fresh Every Day**

The interior of the store had a homey look, with a big brick fireplace at one side, in which hung a big iron kettle of syrup, while on the mantel were brass candlesticks and a number of boxes of home made candy. Quality was emphasized both in the window display and newspaper ads, and the price was placed high enough so that the quality could be guaranteed.

## **BALSA IDEAL FOR ICE CREAM CONTAINERS**

**Tropical Wood Is Extremely Light and Non-Conductor of Heat—Will Keep Ice Cream Firm Five Hours at 75 Degrees**

A new exhibit in the National Museum displays samples of the lightest wood known—balsa.

A beam of balsa a yard long, three by four inches thick is lying on the table. You bend to pick it up, prepared for its lightness. Yet the sensation of finding a beam of wood no heavier than a fairly heavy book takes you by surprise. It recalls the fake weights which comedians lift with so much elaborate effort in the vaudeville skits. A tag says that the beam weighs 1.6 pounds.

In the tropics where balsa grows, men carry long thick trunks of balsa trees without the effort necessary in hauling other logs. Balsa is only about half as heavy as cork, which we regard as a symbol of lightness.

#### **Ideal Ice Cream Container**

Near the beam in the exhibit is a box about a foot long and a little less in height and width. This box, too, is surprisingly light. But that is not its most interesting feature. It is an ice cream container. The label explains that one quart of ice cream will remain firm in this box for five hours with an outside atmospheric temperature of 75 degrees. In other words, a box of this wood is a sort of iceless refrigerator. This is due to balsa's insulating properties.

When experts became interested in the commercial possibilities of balsa they examined the cells and found them to be barrel-shaped with very thin walls. The soft porous structure of the wood accounted for its lightness and also for its being a good insulator against cold and against heat. In a test made with a fireless cooker contrivance of balsa wood, food placed in the cooker at night was still hot the next morning.

Facts learned by the various experiments are being put to practical use. Balsa is being used extensively for refrigerator linings on ships and for ice boxes.

Balsa is being used in time of peace for buoys and surf boards and other floating things, and even for making carved toys, where its softness is a desirable feature. As a material for making stoppers for bottles it is replacing cork to a very great extent.

Because of its varied uses, balsa is now regarded as an important product. Experts have visited the American tropics to study the trees in their native state.

#### **Is a Swift Growing Tree**

They report that balsa is one of the swiftest growing trees, that it grows so rapidly that a seed planted shot up in a year into a tree 36 feet tall and about five inches in diameter. In five years, a tree trunk averages nearly 30 inches across and the tree will be from 40 to 60 feet tall. It may not grow any taller than this, but the trunk may reach five feet in thickness. The leaves of the young balsa tree are very large, sometimes three feet across.

All through Central America and the West Indies the balsa trees are found, generally in swampy land.

The extreme lightness of balsa wood was shown graphically when a block of balsa was compared in weight with similar blocks of other woods. A cubic foot of balsa weighed 7.3 pounds. Cork, the next lightest was 13.7 pounds, and from there on in pound numbers the weights ran through Missouri corkwood 18, spruce 37, hickory 54, ebony 73, and quebracho, the heaviest wood known, 91.

Junior Partner—"Yes, that new office boy is a good deal of a bungler, but let's have patience; he may bring home the bacon yet."

Senior Partner—"He won't unless we send him for ham."  
—*Boston Transcript.*

# Fountain Enters New York Society

*Manhattan's Fashionable Set Now Spends  
Cocktail Hour in the More Elaborate  
Tea Room-Soda Shop Establishments*

**I**N A copy of "The Pharmaceutical Era," published in 1893 by its present publisher, a prominent New York physician extended his sympathy to the husbands whose wives and children were victims of the soda fountain habit.

## Times Have Changed

In a recent interview James J. Corbett, Gentleman Jim, is quoted to have remarked that his lunches consisted mostly of an ice cream soda or similar light fountain dainty. Jim Corbett, of course, was one of the greatest boxers the world has ever known and his methods were considered the very essence of ring science; a prizefighter with a professor's brain as the writers put it. Mayor Hylan of New York City can be viewed in several soda store windows in the act of taking his noon-day bite at the soda fountain. The picture makes a good ad for a soda window trim and has attracted a lot of attention and comment. The best known business and professional men may be found drinking their lunch at the nearest high class soda store. Leading Americans are to-day victims of the soda habit,—men, women and children, all of us.

The drug store fountains have a good hold on the cream of the soda business but with every rising sun some new firm gets into the game with the best and newest ideas that they can muster, and a fine equipment of fixtures and decorations to attract the druggist's fountain heritage of trade and customers. The largest chain candy stores, the better class hotels and even the chain cigar stores have tried the business out.

## Hermitage Has High Class Shop

The Hermitage Shoppe is the latest high class tea room soda fountain combination in the metropolis. The Hermitage has long had the reputation of being a resort for spenders. Bell boys will confide that the Hermitage is the best hotel for tips in the big city. The prices on the drinks in their new fountain and tea room tend to show that high class service commands a high class price. The talk of a come-down to five cents in the soda price game need not seem to worry the backers of the new Times Square South Hermitage enterprise.

Entering the Hermitage Shoppe at the 42nd Street side one finds a modern fountain and all that goes with it. This apparatus extends along one side of the wall. The other side is occupied by wonderfully well trimmed candy cases and a cashiers desk. A cool room, with tables and waitress service is just beyond and has an entrance on 7th Ave.

It is to be particularly noticed that here, as at the Claridge, Pennsylvania and other high class fountain rooms where candy cases are kept, the old idea so often seen at drug stores, namely to have a case heaped full of candy boxes, is no longer considered the thing. If we

## THE HERMITAGE SHOPPE OFFERS AFTERNOON TEA SUPPLEMENTED BY THE FOLLOWING FOUNTAIN MENU

### Ice Cream and Sodas

25 Cents	25 Cents
Vanilla Ice Cream	Fudge Marshmallow Sundae
Chocolate Ice Cream	Hot Fudge Sundae
25 Cents	Hot Butterscotch Sundae
Chocolate Ice Cream Soda	Raspberry Sundae
Coffee Ice Cream Soda	Pineapple Sundae
Pineapple Ice Cream Soda	Marron Sundae
Chocolate Mint	Frozen Pudding Sundae
Ice Cream Soda	Caramel Almond Sundae
Strawberry Ice Cream Soda	Maple Nut Sundae

are to copy these high class establishments, we will keep our box candy supplies ice-boxed away where it will be found fresh and trim our cases with but a very few of the most handsome assortments, using plenty of tasteful silk draperies and perhaps a classy doll or two to attract attention.

One or two of the fancy boxes should be open to show the assortment. Candy boxed and tied with a ribbon is sort of a pig in the bag, some customer may say. The best candy store windows

always show an open box or so of each class of candy advertised and often it is the way and means by which many a dollar extra is added to the daily receipts of the store.

## Men are Fussy and Particular Buyers

Too many sellers of sweets have the idea that the stronger sex, so-called, has no idea of class and just runs in the store, grabs the first box of candy in sight and shoots out again. This may in some cases be so, but the recent experience of a clerk in fixing up a candy shipment for Kid Texas a nationally known ring expert belies this. The Kid, cauliflower ear and all, blew into a store on Broadway. He bought a soda, walked over and eyed the candy case, every inch of it, asked a lot of questions, inspected every box and went out. This was the first night. The next evening he came in again. Looked all the sweets over, commented on each and said that the next night he would buy some if we could pack it to be sent away as he directed. Thinking that he simply wanted it securely wrapped for parcel post delivery we said we could fix him up fine. But what do you think he meant by packing the candy right?

After he had purchased three boxes, one of candied fruits, a pound of chocolate covered nuts and some bright colored stick candy, he said we could go ahead and arrange it in the box right. That meant that we were to take the candy out of the boxes and arrange it in another box the way he wanted it. He explained that he wanted some of each sort in the new box.

The end of the incident was that The Kid bought a new candy box which had been used for window display and said he would repack the candy right at his home, before he went into the ring.

If a professional prize fighter knows how a box of candy should be packed and arranged, it is time for the merchant who dispenses these things to realize that his public is particular.

"What's that hen making all the fuss about?"

"She's just laid an egg."

"But what's she running so for?"

"She's trying to beat it."

## HOUSE PASSES TAX BILL

### Many Changes Made in Measure Before it is Sent to the Upper House—Levies on Fountain Drinks Are Repealed

The tax revision bill has been passed by the House by a vote of 274 to 125.

Among the changes in the tax situation made by the House bill are the following:

Repeal of the tax on fountain drinks and ice cream and a substitution for them of a manufacturers' tax of four cents a gallon on cereal beverages, two cents a gallon on fruit juices and soft drinks, three cents a gallon on still drinks exclusive of mineral waters, ten cents a gallon on fountain syrups, and five cents a pound on carbonic acid gas.

Repeal of the stamp tax on proprietary medicines, toilet preparations and perfumery; the above to be effective on the enactment of the bill into law.

Repeal of the excess profits tax, the transportation tax and the income surtax rates from 32 to 65 per cent, effective January 1, 1922.

Increase in the corporation income tax from ten to twelve and one-half per cent, effective January 1, 1922.

A reduction of from five to three per cent in the tax on candy.

An increase in the exemption given to heads of families to \$2,500 where the income does not exceed \$5,000, and an increase in the amount of exemption allowed for each dependent from \$200 to \$400.

## STAND HAS BIG SALE OF ROOT BEER

How a tremendous business can be built up through the serving of just one kind of drink in connection with a cigar or magazine stand has been demonstrated in Spokane by Ernest L. Irwin.

"Irwin's Denver Root Beer" is sold exclusively in the small sales room of Irwin's establishment and has enjoyed a city-wide reputation for its individuality and its cheapness. The price for a large stein is 5 cents, without tax.

A concentrated root-beer syrup is mixed with simple syrup and charged in a steel tank ready for serving. There is nothing especially new about the mixture except its never changing price and its exclusive sale in the store. The system was tried in other similar stores without success when placed in service with a fountain.

"We sell over 500 'beers' a day without publicity or any kind of promoting," stated Mr. Irwin. "There is no secret about our success other than we sell a good product at a flat price. It has been a tremendous success."

## DISTRICT ATTORNEY CONDEMNS EXTRACT

The United States District Attorney has filed suit in the United States Court at East St. Louis for the seizure and destruction of ten dozen four-ounce bottles of Kane's terpenes lemon extract, found at St. Peters, Ill., June 11. It was shipped there, it appears by the Kane Extract Company of St. Louis and was designed for use as a beverage, it is alleged. It is declared by the District Attorney that the manufacture and sale of the extract is in violation of the pure food and drug act. Analysis showed the contents to be 45.25 per cent alcohol, .1 per cent citral product and a trace of lemon oil. The standard formula for lemon extract is 2 per cent citral and from 46 to 47 per cent alcohol. The bottles also are alleged to have been misbranded.

First Villager—"Hello, Aaron! Hear you've got married. What kind of a match did you make?"

Second Villager—"Well, neighbor, I didn't do as well as I expected, but, to tell you the truth, I don't think she did, either."

## ADVERTISER SETS FORTH THE OBJECTS OF RETAIL ADVERTISING IN CONCISE FORM

The advertisements of a retail store, to obtain and hold the interest of the reader, must do five things, according to Ernest C. Hastings, who addressed the retail section of the world convention of advertising. They are:

- 1—Acquaint people with unfamiliar goods.
- 2—Remind people of things they need.
- 3—Give information about goods wanted.
- 4—Direct people where to get the goods.
- 5—Educate people how to use the goods.

Translating this into terms of the store, it means:

- 1—Move goods out of the store by telling people you have what they want.
- 2—Stimulate interest in different kinds or similar goods.
- 3—Sustain people's interest in the store between purchases or between visits.
- 4—Develop a sense of value in the customer's mind.
- 5—Multiply the customer's buying impulses. That is, induce the buying of merchandise which will leave so favorable an impression that customers will come back to your store for their other needs or wants.

## COLOR IN ADVERTISING HAS BIG APPEAL

Prof. Wellman Claims That Use of Color Increases Efficiency of Advertising Matter Many Times—Principle Should Apply To Store Display Cards As Well As to Magazine Ads

All who have anything to do with the preparation of advertisements or advertising posters and display cards will be interested in the following statements made by Prof. Harry B. Wellman of Dartmouth regarding the increased results obtained by the use of color. Speaking before the Associated Advertising Clubs, he said,—

"There have been some very interesting experiences in the use of color in the catalogue field. The color page has established its ten-time effectiveness without question. In fact, the test by departments shows a range of from ten to one hundred times as many sales from the use of a color page as from the use of black and white. While these tests were being carried on, it was also discovered that sales increased proportionately as the number of illustrations per page decreased. In other words, the mail order house discovered that one article, well designed and well illustrated, sold more merchandise than the former crowded page.

"In the direct-by-mail circular and follow-up field, we find that even the addition of one color has increased the selling power from 18 per cent to figures too high for quotation purposes. Here again we find, however, that the addition of color usually implied better type arrangement and more thought in the preparation of the copy. It is a fact that the larger investment required, usually imposes the preparation of a better selling appeal on the part of the copy writer."

## MUST HANDLE CANDY WITH SCOOPS

Candy will no longer be picked up from cases and jars by the bare hands of clerks in Spokane, Wash., due to an ordinance passed recently at the instigation of the health and sanitation committee of the Spokane chamber of commerce. Metal scoops must be provided for handling candy and other confections. Soda fountain and candy store managers have been prompt in complying with the new law.

# Autumn Means Change in Fountain Policies

## Manager Suggests Some Methods for Boosting Sales Over Critical Period Between Summer's Close and the Winter Holiday Season

SOME soda fountain proprietors always expect a distinct slump in their fountain trade during the late Fall and Winter. They seem to consider it inevitable that folks won't patronize the fountain as much as they did in the summer time and the nice profit which the fountain has been returning week after week will slump away and entirely disappear.

Isn't it possible to do things which will keep the trade up at the summer time's high water mark or at least approximately within reach of it?

In the first place it is essential in getting a good Fall and Winter trade to have the room in which the fountain is located both warm and comfortable in appearance. Folks simply will not patronize a soda fountain in cold weather which reminds them of Greenland's icy Mountains and they will not sit around in a room which isn't comfortable and which doesn't appeal to them.

Another important factor is that of attracting people to the store. It doesn't take much to attract folks to a soda fountain in the summer time when the doors are open and the fountain is seen from the street inviting folks to come in and have a nice, long, cool drink. But in the cold weather when the fountain products are not uppermost in the minds of folks, it takes something exceptional to get folks into the store in the first place. And one of the most successful means possible for getting people into the store is that of making the establishment superlatively attractive.

### Attractive Loafing Places in Demand

People, you know, do a lot more loafing inside stores in the winter than they do in the summer. During the hot weather they can stand on street corners and gossip, or sit around in automobiles parked at the curbs, or stroll up and down the streets window shopping. But in the Winter all this is impossible and those people who want to chat or spend a few moments loafing while waiting for the proper time to return to work, will naturally pick out the most attractive places in which to spend their loafing moments and, of course, where folks loaf is where they spend their money. So the value of getting people into the store is perfectly apparent.

There are various ways of making the store attractive. A well-lighted, cleanly store is always attractive. And a store that pays some attention to the hobbies and special interests of the class of patrons who patronize it will be sure to get more of those patrons into the store.

For instance, suppose that a store is situated near to a number of large office buildings and that the people who loaf around the store during the noon hour are stenographers and other employees from these office buildings. Where such a situation prevails the fountain can make itself inviting to this class by doing things which will harmonize with their jobs. The fountain might put up a number of inscriptions in shorthand calling attention to its fountain specialties. Such inscriptions would arouse interest among the stenographers and other office workers who were familiar with shorthand and would result in good publicity for the store.

Or suppose that the store is or should be a congregating place for women shoppers. It would be an easy matter to make the store attractive to these shoppers by having signs about the store telling of special matinees at the local theatres or by having a telephone handy so that

shoppers could use it to call up friends or by naming some of the fountain products in a way that they would attract the attention of the shoppers.

The fountain might have sundaes and drinks named as follows, for the purpose of interesting the shoppers:

"Dollar Day Special."

"Our Silk Soda."

"White Goods Sundae."

### Shopping Slogans Appeal

Also the store might display a number of different slogans from time to time on the mirror behind the fountain and in its show windows, reading like these:

"Ready-to-Eat Sodas for Ready-to-Wear Shoppers."

"Pre-War Prices on All Sodas and Sundaes."

"New Stocks of Fountain Syrups Received Daily."

"Fifteen Cent Fountain Sale—See What 15c Will Buy Here Today."

These slogans would be sure to make the women talk and the more they talked the more patrons the store would get.

It would be possible for the enterprising soda fountain proprietor to go even farther than merely using slogans such as the above. He might even put on a regular soda fountain sale in much the same manner as a women's wear store puts on a sale.

Suppose, for instance, that the store puts on a fifteen cent sale, as is suggested in the last slogan given above. Where this is done the store might feature the slogan in signs in the show windows, on the mirror about the fountain, etc., and include in the show window a list of all the sodas and sundaes which it sells for fifteen cents during the sale. If the sale was continued for only two or three days and some of the drinks and sundaes sold for fifteen cents were genuine bargains, it is certain that a number of women would be attracted to the store and many of them would become regular patrons of the store in the future.

Still another way of increasing the fountain trade in the late Fall and Winter is, of course, by serving coffee, sandwiches and pies. It is a fact that people eat more in the winter time than they do in the summer. Many who would take a drink or sundae in the summer time will take a sandwich instead during the cold weather, and with every sandwich or piece of pie sold the fountain usually sells some sort of a drink, coffee, hot chocolate or something else.

Get more fountain trade this winter. You can do so by going after the trade hard and intelligently.

### HITTING THE NAIL ON THE HEAD

How much is a bad ice cream soda worth? Walking along Broadway at 48th Street one is attracted by this sign of Gerson's: How much is a bum ice cream soda worth? That's hot stuff by way of advertising. Drug-gists will find no better slogan in the nickel soda war than Gerson's.

The best argument in the world against a nickel soda is to partake of one of them. A certain firm advertised to fill prescriptions at cost but did not corner the prescription market. The cheap box of face powder or bottle of perfume is not the one that's in demand. How much is a nickel soda worth? And the answer comes, "about a nickel."

### INTERESTING SUGGESTIONS AS TO MOTORS, CHILDREN, ICE CREAM, FLOWERS, FINGER BOWLS AND CATS

Children love to go where there are cunning little tables and chairs just suited to their size. The investment is trifling and the children will coax their parents to patronize such an establishment.

Many people enjoy soda fountain refreshment while motoring, and yet do not like to leave their cars at the curb. Encourage a Motor Curb Service. This is easy enough to work out by having a few small and medium sized handled trays upon which one, two, or three orders may be placed. At first, some may not like the idea of eating and drinking in the street but the argument of convenience will soon prevail.

A very substantial trade may be built up upon a superior grade of lemonade, for practically everyone enjoys this drink at all seasons of the year and it is surprising how poorly it is made at many fountains.

Many families enjoy evening refreshments in the home circle if callers come in or they do not feel like going out themselves. Get this trade by working out a plan of Home Service. Furnish bottled beverages which may be kept in the refrigerator, and do not drive people to buy these wholly from their grocers. Suggest how easily a quart of ice cream may be procured, and the economy and labor-saving nature of getting this ready-made. Go so far as to suggest furnishing the whole simple menu,—ice cream, fruit dressing, a box of delicious sweet wafers or crackers, and some extra fine confectionery. These with the bottled beverages can be served with little effort.

At one very prosperous soda fountain, a brass finger bowl is served to each small child having a separate order of its own. This is a winner with the mothers, for children are so likely to get their finger sticky. The finger bowl and the paper napkin eliminate this trouble.

At one soda fountain where dainty service is featured, fresh cut flowers are used on each small table. A very pleasing effect is gained with only a few flowers, by having small flat bowls with glass flower blocks in each bowl. Each flower block has five or six holes for flower stems, and anywhere from three to five blossoms with a little greenery, makes a lovely center for each table.

Malted milk, pure fresh milk, buttermilk, buttermilk lemonade, and milk shakes may well form a separate menu group by themselves. Do not give anything a place on this menu which is not worthy, and having given it a place, advertise this group of drinks to the point of increasing the volume of patronage on them.

A good many stores keep a pet cat, either from preference or with the idea of chasing mice and rats away. There are more people than is generally recognized who have a certain type of "phobia" which expresses itself in cat fear. Such people do not want cats to come near them. Many sense the presence of a cat in a room even if it is not in sight, and are made uncomfortable. Neither does anyone wish to eat or drink the preparations of someone who has just been handling a cat, even though that person may be a cat lover himself.

### CANDY MANUFACTURERS PROTEST TARIFF

New England Association Opposes Duty on Shelled Almonds on Ground That California Product is Unsatisfactory

The New England Manufacturing Confectioners' Association objects very much to the tariff duty on the shelled almonds, as its members prefer the imported kind. Practically all almonds used in the New England confectionery are imported.

"The California almond," says a letter written by the New England Association, "unfortunately seems to roast with a very hard fibre so that the effect is almost like eating a piece of wood."

The California Almond Growers' Association recently appealed to the New England confectioners for assistance in their campaign to get a tariff on the imported almonds, declaring that failure to obtain an adequate tariff would mean ruin to their industry, representing an investment of more than \$50,000,000.

The California almond growers received cold comfort in reply, as will be observed by reading the following letter sent them by Walter H. Belcher of the Lowney Company, one of the directors of the New England Association:

"To be perfectly frank, your letter does not strike a very responsive chord. The experience of the confectionery trade with California shelled almonds is, we believe, not favorable enough to induce them to make any strenuous efforts in their behalf, and we are quite sure that the other manufacturers are of the same opinion.

"If California shelled almonds were able to take their place in real competition with the foreign almonds, this question of protection would not be as seriously pushed and your sales efforts would have been productive of a larger distribution of shelled almonds in the confectionery trade. Whether the factors of flavor and texture can be brought up in California almonds to the standard of foreign almonds so that they can be generally used by the manufacturing trades, is a question that is undoubtedly interesting you. From your own standpoint, the California almond is a negligible quantity until it can really compete in these two essentials with the foreign almond."

### CARBONIC GAS TANK EXPLODES

Ice Cream Dealer of Jersey City Has Narrow Escape When Pressure Container in Cellar Blows Up as He Examines It—Store Wrecked

John F. Behrmann, 39 years old, of 269 Dwight Street, Jersey City, N. J., had a narrow escape from being killed when a pressure tank exploded in the cellar under his ice cream parlor at 2885 Boulevard, near Journal Square, at 10:40 o'clock on July 15. The explosion was loud enough to startle people on the street a block away and a large crowd gathered on the Boulevard in front of the store.

At the time of the explosion Mr. Behrmann was in the cellar near the tank, which was used to supply pressure to the soda fountains. The pressure was low, and Mr. Behrmann had gone to the cellar to investigate.

The explosion blew the door in the rear of the parlor, leading to the cellar stairs, off the hinges, and Mrs. Behrmann, who was serving customers, became hysterical, thinking her husband had been killed. The force of the explosion also tore up portions of the flooring above.

However, Mr. Behrmann came up immediately and said he was alright. He was covered from head to foot with dirt and was bleeding slightly from small cuts on the forehead, over the right eye and under the left eye. The wounds were dressed by Dr. Skrvale, who arrived in an ambulance from the City Hospital. Then the proprietor went back to work.

# Letter Writing Is Proved Profitable

## *New Fountain Is Successfully Introduced to Prospective Clientele by Direct Personal Appeal to Be Present at Opening*

TRACTING people by means of publicity is one of the best ways of obviating slack business. One soda fountain owner who started to open a store in a new neighborhood, decided to insure a substantial amount of business by writing personal letters. In this way he was getting away to a good start, for he realized that in many instances a good deal of time is involved before the business is placed on an established basis.

In a word, he thought it best to get acquainted, and quickly. With this in mind, he went about securing the names and addresses of all the people residing in his neighborhood. The next step was to mail a special letter to each one of these prospects. He constructed a number of letters, which were typed individually and contained the recipient's name and address. In a few of the appeals he had the typist weave the name of the prospect into the body of the letter, thus making it more personal.

### **Catchy Personal Letters Sent Out**

To gain an idea of the sort of appeals sent out by this soda fountain owner a few may be cited. The following letter was designed to reach the fairer sex expressly, embracing a specific appeal:

Dear Madam:

"You may have noticed that a new ice cream store is being opened in your neighborhood. We are sure this store is going to be a credit to the community, and it is going to be furnished so attractively as to please the most discriminating patron.

"We are desirous of soliciting your patronage and hope to see you on the opening day, August 14th. All possible care will be exercised, and the best of attention accorded to attract the women patrons and to make them our steady friends.

"Can we count upon you on the day we start? We shall expect you, so please do not disappoint us!"

Thus you have an appeal out of the commonplace, constructed especially for the lady folk. For the men a different kind of appeal was composed.

"Dear Sir:

"A new ice cream store! Right in your neighborhood! We are going to open soon, on the 14th of August, and are looking forward to your patronage.

"We are going to make this ice cream store appeal to you men, and be assured we will furnish you with the refreshments that are wanted when they are wanted! Will you be one of the first on the day we open? We trust so, and feel confident you will not regret it.

"Our establishment will be made comforting for the tired men; it will be a place where all can enjoy a drink. Be with us on the day we open!"

As can be hazarded, this ice cream dealer succeeded in working up a good deal of interest in his store even before it was opened. But he was not content with merely to send out these two preliminary appeals and let it go at that. On the contrary, he made it his business to ascertain the identity of the patrons who visited his store on the opening day.

This was easily accomplished by himself and the clerk in attendance by a little tactful questioning. For this occasion he had special cards printed, one of which was given to each patron with the request to append the name and address on the lines indicated. Through the desirable impression this soda fountain owner had created

and by means of the courtesies exhibited, the requests were acceded to almost without exception.

Thus, at the close of the first day's business, the owner was enabled to gain a pretty fair insight as to the number of people in his neighborhood who did not respond to his first appeal. On the other hand, he was gratified to find out how many people answered with their patronage on the opening day. Altogether, it was a worthwhile effort.

### **Follow-up Appeals Not Neglected**

The possibilities did not end here. This soda fountain owner as already suggested, decided a number of appeals should be mailed to his prospects. Many people, it must be borne in mind, require repeated promptings in order to impel action.

He had facts at his disposal, and moreover, he was going to make good use of them. Hence, after the first week had passed and showed good returns, he had his assistant mail the following letter to both men and women who had neglected to heed the first appeal.

"Dear Sir (Madam):

"We have been disappointed. The opening day was a success, many people attended throughout the day, yet we missed you. We are wondering what can be the reason. We trust the pleasure will be ours to see you sometime in the future.

"By all means do not hesitate to step in soon. You will not be disappointed. In fact, we are so confident of your satisfaction, that we are certain you will be impelled to accord us your future visits when refreshments are in store.

"So, Mr. Dayton, (or Mrs. Dayton) come to see us some time, make it next week! We will await you."

Naturally when a person receives such a letter as the foregoing, curiosity is aroused. That person wonders how the fountain owner knows he or she was among the missing on the day of the opening. Then, too, the very fact that his or her absence was noticeable, is certain to make the prospect feel highly important and surmise a trip to the ice cream parlor in question would not prove out of time.

This soda fountain owner, of course, was well cognizant to whom to send the different appeals, for he and his clerk kept true tab on the people who had attended during the opening days. Thus no letter was sent wrongly to a person who already had paid a visit to the ice cream parlor. Altogether, he was successful in getting a good start and with these up-to-date policies in effect, it is positive he will have very little time at his disposal from lack of business.

### **BELFAST MAKES MOST GINGER ALE**

Ginger ale is produced mainly in Belfast, but also in Dublin, about 2,500 persons in Ireland being employed in the industry. The quantity exported varies, running from 12,000 to 17,000 tons a year. Exports have shown a decrease since the beginning of the war. In the year 1919 they were 6,823 tons.

"They say that three hundred words suffice for a vocabulary."

"You don't really need that many. A man can do his courting in gurgles."

"And after marriage?"

"He converses in grunts."

# New Refreshment Place for Theatregoers

*Handsome Fountain Installation at Broadway and 45th Street Bids for Patronage in Center of New York's Amusement District*

ONE of the most recently installed fountains catering to the New York life which centers at Broadway and 42d Street is located in the new store of the State Drug Company at the northeast corner of Broadway and 45th Street.

Located on one of the busiest corners in New York, in the very heart of the theatre district and diagonally across from the famous Hotel Astor, the outlook for capacity business is promising indeed. An enumeration of the theatres from whose crowds it may expect to draw patronage would read like a theatrical directory of the metropolis. Competition will of course be keen, for

this locality, which was once the center of the universe from the cafe point of view, has become a veritable gold mine for the fountains.

Not only are there the drug store and independent fountains but nearly if not quite all of New York's big hotels have realized the possibilities of the business and what would have been bars and grills in the old days are now soda rooms.

The new fountain is of the all-white type manufactured by the Stanley H. Knight Company of Chicago and the spotlessness of the fountain contrasting with the gleaming silver of the attachments makes the installation, which is one of the very few of similar type in New York, particularly attractive.

It is owned and managed by Mr. Roy Huntoon who also has two other fountains, one in the store of the Ramsdell Drug Company, at 6th Avenue and 44th Street, and the other in the Savoy Hotel, at 5th Avenue and 58th Street. The Sixth Avenue store has the by no means slight advantage of being located near the Hippodrome, which has the largest seating capacity of any of the New York theatres, motion picture houses excepted, and disgorges its floods of thirsty patrons within easy reach of Mr. Huntoon's fountain.

The Savoy fountain, located as it is in a more exclusive section of Fifth Avenue, draws its patronage mostly from the hotel itself and from the dwellers in the exclusive apartment houses which cluster thickly in that neighborhood.

The three stores are managed in the same way and provided with the same quality supplies. The Sixth Avenue store is a general headquarters for the three and all syrups and other supplies which require compounding are made up there and distributed to the other two each day.

Mr. Huntoon's mornings are spent in the personal supervision of the preparation of all such supplies and insofar as it is possible everything is made up fresh each day. The wants of the different stores are carefully calculated and every precaution is taken to avoid having any excess of perishable products on hand. Even the

simple syrup is not made up in large batches, for while it is supposed to keep well it is none the less a fact that it tends to deteriorate slightly if kept for an undue length of time.

New York's fountain business, according to Mr. Huntoon, is still on the increase, especially in the 42d Street district. His only fear is that the new fountain will not be able to handle all the patronage which it might otherwise get.

"Quality sodas," said Mr. Huntoon, "will never cease to have an appeal and notwithstanding the number of fountains catering to the patronage in the theatrical section the man who furnishes the best quality of drinks at a reasonable price need have no fear of falling short of capacity business."

The price war has not bothered Mr. Huntoon seriously. He sells ice cream sodas at seventeen cents, including the war tax, and his dispensers not only are provided with the best ice cream obtainable but they are instructed to use it liberally. Number 24 scoops have no place at the Huntoon fountains. Ice cream sodas are made up with a good heaping Number 16 scoopful of ice cream and the consumer realizes that in both quality and quantity he has had all if not a little more than he is entitled to. The quality of the other drinks and specials is on just the same level and prices are exceptionally reasonable considering that all



*New Theatre District Fountain Is One of Most Attractive Installations in New York*

three fountains are in localities where space commands a terrific rental premium.

All three fountains do a good luncheonette business but this is not stressed as greatly as in many establishments on account of the limited space available and the inexhaustible number of passers-by who are all potential customers for the fountain beverages. Sandwiches, cake and so forth are available for those who desire them as many do, but there is no attempt to compete with the hotels and restaurants in providing a substantial meal.

Mr. Huntoon attributes his success in the soda fountain game mainly to two factors. The first but perhaps the less important of these was his early appreciation of the tremendous growth which would come to the industry. The second and in his opinion the more weighty one is his insistence on quality materials and quality service. Nothing is allowed to conflict with this rule and the result is to be seen in the patronage which his fountains have.

### UNITED CANDY TO BUY OWN STOCK

#### Directors Vote Money to Repurchase at Five Dollars a Share Certificates Which Were Sold to Public at Ten

The Directors of the United Retail Candy Stores, Inc., plan to purchase 100,000 shares of the capital stock of the company in the open market for \$5 a share. A special meeting of stockholders will be called to vote their approval of the plan, but as yet no date has been set. The \$500,000 required is being loaned out by the company on call, according to report. As the stock was originally offered at \$10 a share and has been carried on the books of the company at that amount, the plan would enable the company to make up a loss of about half a million dollars. A statement issued by the company follows:

"The Board of Directors of the United Retail Stores, Inc., has decided that the cash position of the company justifies the acquisition by the company in the open market, or otherwise, of a substantial block of the Class A common stock of the company up to 100,000 shares, if such stock can be acquired at \$5 a share. For the purpose it is proposed to call a special meeting of stockholders to authorize the reduction in the Class A common stock and to authorize the Directors when and as they deem fit to acquire from time to time and to retire an amount of such stock up to 100,000 shares."

### LOFT CANDY EARNINGS REDUCED

The statement of earnings of Loft, Inc., for the first six months of 1921 shows net profits, after charges, but before Federal taxes, of \$333,323, equivalent to 51 cents a share earned on the 650,000 shares of no par value outstanding. In the corresponding period of 1920 the company reported profits of \$706,704, equal to \$1.08 a share on the same amount of stock.

Net sales for the first six months were \$3,124,476 compared with \$3,376,681, and the cost of materials, expenses and depreciation amounted to \$2,806,460 against \$2,727,837 in the same months of 1920.

### CANADIAN RULING FAVORS CONFECTIONER

According to a decision given on July 21, by Judge Gunn at Ottawa, Canadian retail confectioners are not liable to pay the tax of ten per cent levied on manufacturers. An action was brought by the Department of Inland Revenue against Peter Karson, candy merchant, to collect the manufacturers tax on candies made by him in addition to the sales tax for the same when sold. The action was dismissed with costs the court holding that the manufacturers tax did not apply to goods used entirely in connection with the retail trade.

### BOSTON CONFECTIONERY COMPANY FAILS

#### Slow-up In Post-Prohibition Demand For Sweets Blamed for Financial Difficulties of Big Candy Concern

The fact that people are not eating as much candy now as they did during the war is one of the reasons ascribed for the failure of the Boston Confectionery Company, which filed a petition in bankruptcy Aug. 5, with liabilities of more than \$800,000.

Henry J. Winslow, counsel for the company, said that the increased demand for candy which followed the advent of prohibition had not continued. General market conditions, influenced by the falling off in buying, together with the sharp drop in sugar prices, were factors in the situation which led the stockholders to order the bankruptcy petition filed, he said.

The company's assets, consisting of machinery, stock in trade and open accounts, were listed as \$60,885.

The largest unsecured claim was that of Fred W. Eaton of Concord for a loan amounting to \$198,000. Other unsecured creditors mentioned included Gerald K. Richardson, trustee, Boston, eleven claims totaling \$123,914; Citizens National Bank of Boston, \$45,000; C. E. Evans, Lansdowne, Pa., loan and salary, \$13,537.

The first National Bank of Boston was named as secured creditor to the amount of \$197,011.

### SPOKANE REPORTS GOOD BUSINESS

For the first time since last summer, Spokane soda fountain managers expressed optimism in regard to volume of business this month and the opinion that the trade was again on the up-hill move was generally expressed.

As Spokane is not a pay-roll city and depends entirely on the distribution and milling of wheat from a large agricultural area, the fact that the bumper crop of this century is now being harvested is causing enthusiasm. Impetus has been given business by the promise of extended credit and liquidation of old debts, in which the fountain men are already profiting.

Total sales are running about two-thirds of those shown in July, 1920, it is reported and the summer trade is now enough to carry 90 per cent of fountains through to better times.

Jobbers and wholesalers have been extremely lenient in collections in the past few months giving the ice cream dealers another reason to feel that Spokane is weathering a national depression in gratifying style.

### AN ORDER TO BE FILLED

Two negroes were working in a coal-bin in a Mississippi town, one down in the bin throwing out the coal and the other outside wielding a shovel. The one inside picked up a large lump and heaving it carelessly into the air, struck the other a resounding blow on the head.

As soon as the victim had recovered from his momentary daze he walked over to the edge of the bin and peering down at his mate, said:

"Nigger, how come you don't watch where you throws dat coal? You done hit me smack on de haid."

The other one looked surprised.

"Did I hit you?"

"You sho' did," came the answer. "And I jes' wants to tell you, I'se been promising the debil a man a long time, and you certainly does resemble my promise."

"Every flat we move into is smaller than the preceding one."

"That helps us to meet the increase of rent. We can sell off furniture instead of buying it."

—Washington Star.



# Tea Rooms Must Choose Target

*Many Fail of Fullest Measure of Success Because of Mistaken Attempt to Adapt Patrons to Their Pet Methods of Conducting Business*

By MANTHEI HOWE

**D**URING the last ten years, tea rooms have sprung into popularity with mushroom-like rapidity. Many have prospered for a time and then fallen flat.

The tea room is a worthwhile innovation in the catering line and deserves to succeed. With the increase in automobiles and the decrease in good servants in the home, the tea rooms are in for a long period of prosperity.

So it is important that in launching such a venture we should get off on the right foot. For every failure gives a black eye to other establishments of the kind. It tends to get the public into the habit of looking on the tea room, not as a permanent institution that is filling a definite need, but as a passing fad.

Most failures can be readily traced to the fact that the management neglected to size up the situation carefully.

It would be foolish for Ford to build a cheap light car and try to market it exclusively with the idle rich. And everybody would be quick to laugh down the folly of advertising a Packard Six to the man whose annual salary never passes the \$2,000 mark. Yet these examples would be no more unbusinesslike than the high class expensive tea room established out of the line of travel of the people who have plenty of money to spend. Or the attempt to make an ordinary dairy lunch type of tea room succeed in a quarter thronged by fashionable matinee crowds.

As an example to prove the contention consider the story of a tea room that from the very nature of its start was doomed to failure.

It was located on a side street easily accessible to only one class, the people in the downtown business district, and it started out to advertise a business man's lunch. But the tea room in decoration, equipment and general atmosphere was of the type designed to appeal to the feminine afternoon-tea crowd.

## Customers Wanted Food Not Art

Artistic candlesticks, tiny tables covered with doilies, dainty fragile dishes and tiny helpings of food were the high lights of the tea room's business policy. The result was that the business men went there once. Some few hardy souls tried it the second time believing they might get the knack, because the food, what there was of it, was good. But the run of business people gave up the tea room idea as a bad bet.

One man told the story of the whole crowd, "I felt like a bull in a china shop. I was afraid of tipping over the dinky tables and I ate everything on the plate even the trimmings and then went away hungry. Guess that woman doesn't know how he-men eat."

In contra-distinction to this is a tea room at Marquette, Mich. It is about a mile from the center of town but on a splendidly paved state road. The establishment is called Evergreen Inn and is located directly across the road from the owner's farm. The price of everything is quite stiff, but Miss Josie Cox is a wise business woman and regular cook. Her from the farm-right-to-the-table vegetables and chicken dinners! She knows what her patrons want and she sees that they get it.

The first thing to decide is, What kind of a tea room shall it be? Will it cater to business people, the society crowd, college girls or family groups? Will one group be the standby, with other groups to be angled for if possible?

On this decision, of course, rests the location of the business and to a large extent the decoration and equipment of the tea room. It will determine how high an overhead the business can carry profitably.

If the decision is to cater rather exclusively to the country club set, the society folk, the choice will lie between a tea room expensively furnished, with the emphasis on luxurious furnishings and the n-th degree in service or simplified surroundings something on the line of cottage furniture, gingham curtains, gingham gowned waitresses, but the last word in quality in foods, delicious as they are hard to find in city shops. And though the surroundings can be simplified the price list need not be.

## Business People Want Quick Service

On the other hand a tea room that will cater rather exclusively to business men and women can forego elaborate furnishings, but during the rush hours it will have to emphasize speed and smoothness in service. The menu will carry such specials as whipped cream and macaroons, but the greater emphasis will be placed on assorted sandwiches, appetizing salads and exceptional tea and coffee.

Business people come to the tea room a bit fagged and with nerves somewhat ragged. They are interested in just two things, service so deft and speedy that it will permit their order to be taken promptly, filled quickly and allow them time to relax over their meal. The second requisite is that the food shall be tempting in appearance and flavor and coffee and tea, the kind mother used to make or better.

This class of patronage is profitable for it permits one to gauge pretty accurately just how many people will have to be served at definite hours. While these patrons will not stand fancy prices, they are willing to pay for quality and service.

The college tea room will have to pay a bit more attention to fads. The trend of youth in school is for eats and jazz. It is probable that a soda fountain in connection with such a tea room would prove profitable.

One lucrative field for the tea room (and it is one not very much worked up to the present) is the tea room that makes a bid for family groups. There are few towns in the United States that have not been hit by the scarcity of servants.

## Housewives Glad to Shift Meal Burden

The only thing the housewives could do was to turn in and do their own work as best they could. Electrically run washing machines, irons, sewing machines and vacuum cleaners have made it possible to lighten the drudgery and speed up the ordinary household routine. But to date, no inventor has appeared with a machine where you can just touch the button and have a completely balanced, well cooked meal appear at a moment's notice.

Potatoes have to be pared, vegetables cleaned and meat watched during the cooking, while pies still are

prepared in the century old way. Cooking and dishes remain the bugbear of the servantless household.

"I could do all the work easily enough if it were not for the cooking and the dishwashing," says Mrs. Average Woman, "and of all meals of the day I hate most to prepare the evening meals. You have to change your dress before you get into the kitchen, and you waste the best part of the evening cleaning up or you have to stack the dishes to do the next morning."

#### Family Patronage Is Desirable

And right there is the pointer for the ambitious tea room proprietor. A tea room located within easy walking distance of a good residential section would do well to place emphasis on a simple palatable meal, medium priced, for a drawing card to get the trade of the middle class and salaried man's family doing without the services of a maid.

Such a tea room should of course strive to make the place appear homelike. There are many mothers who would like to have the family dine out three or four times a week, but dislike taking the younger children into the rush and bustle and too sophisticated surroundings of the average hotel where it is next to impossible to get the right kind of food for young children.

The tea room would find it little inconvenience to feature a children's menu with plenty of milk and egg dishes, and with vegetables properly cooked and seasoned.

A quiet room with tables and chairs arranged to care for family groups, a general air of well bred homelikeness would be features welcomed by intelligent parents, and jokes to the contrary notwithstanding, there are still a goodly number of such people.

A few high chairs, youths' chairs, bibs and silver mugs are old fashioned items, but essential to the comfort of the family dining out.

This class of patrons, too, is satisfied with a lesser variety of foods. They want menus that more nearly approach those served in the usual well ordered home. They care most for quality and generous helpings. That is why some tea rooms make it a habit to serve meat and potatoes in large dishes with father serving as he would at home. This cuts down on the necessity of service from the waitress and appeals to the patrons. By serving fewer items on the menu we can give generous portions and still be ahead of the game because we have cut down on the almost unavoidable waste in carrying too many daily specials on the menu.

The rules for a successful tea room of this kind are: Aim for a service that is sufficient and homelike, rather than too complicated and elaborate.

Use no canned vegetables or fruit during the summer any season or at any time when it is possible to get this food fresh. Acquire a reputation for good salads.

Pay special attention to the quality of milk, butter and eggs used for children's menu.

Build up a reputation for kindly courtesy. Grouchy people managing and serving in a tea room of this sort are sure-fire trade killers.

The name of the tea room of this class is important. Treecot Lodge, Windmire House, Riverside Lodge, Wickie-up Shop, are more attractive and better business builders than say Louneman's Lunch Room or Pedder's Tea Room.

Only if you are going to name it make the name distinctive and in keeping. For instance Evergreen Inn at Marquette, is not such an unusual name. But in this case it is attractive and apt since the inn is opposite an exceptionally fine evergreen lined driveway and stately evergreen trees predominate in the landscape.

The tea room catering to family trade will be fortun-

ate, indeed, if it can find quarters in a conveniently located, roomy old fashioned house. Then it becomes easy to make the place distinctive yet homely and withal will permit running a tea room that will care for small receptions, card parties and after the theater suppers.

In the last analysis the successful tea room to get off on the right foot must follow the basic law laid down for the conduct of any business that sells—look the ground over carefully. See that you know what trade you are bidding for. Give them what they want at a reasonable price. Keep an exact financial account of how much it costs to do business.

#### FINDS HIGH SCHOOL TRADE IMPORTANT

##### Reid's, Pasadena, Makes Profitable Use of Special "High School Sundae" To Win Business of Boys and Girls With Money to Spend

At Reid's, in Pasadena, there is served a very popular sundae called the "High School Special."

This confectionery store is located on the corner of one of the central blocks of town at a point of transfer and hundreds of high school students change cars there daily. The bus line also, stops directly at the doorway of the store. Hence the reason for a "High School Special."

The price of this special is made to fit the pocketbook of the average student. It is thirty cents. The special is purposely made of simple wholesome ingredients,—strawberry, vanilla, and chocolate ice cream with pineapple fruit, nuts, and whipped cream. A red cherry on top of the whipped cream represents the school colors of red and white.

There is no more amusingly egoistic stage in life than the high school years, and the students feel an added sense of importance when they see a business relating itself to their affairs and having a special High School Sundae. They order first out of delight and curiosity upon discovering this "special," then return on other days for more because it really places them with its substantial ice creams, (ices are not favorites with youngsters), and its variety of flavors.

It is amazing the spending money that high school students have, and of course Pasadena is a wealthy city, so the boys and girls who so heartily approve of the High School Special and think first of Reid's when the question arises after the crowd has been to the show, "Where shall we go to eat?" have added many dollars to the stores profits.

#### THE TIME FOR WORK

The Shop Assistants' Union request: (1) that all shops shut at six; (2) that any shop opening on Friday night, close all day Saturday. (In the circumstances the Union should adopt the title of the "Shop Desistants!"). A meeting of ministers at Ballarat (Victoria) passed a motion in favor of prohibiting all Sunday trading. Proprietors of theatre shops declare they would prefer to be closed all day, to being closed at night. The secretary of the Department of Labor (Victoria) favors closing in the evening.

Don't work in the morning

That is far too soon

You'll be a blinking blackleg.

If you toil in afternoon!

Work not in the evening.

Never slave at night;

But work at any other time.

That will he all right!

—The Australasian Confectioner.

# Small Town Fountain Makes Good

*Limited Clientele Did Not Prevent Wide-awake Brothers  
from Building Up Profitable and Progressive  
Soda and Luncheonette Business*

**W**HEN a small soda fountain can be made to pay, there is a real prospect that it will grow up into a big fountain or a big trade.

It is very usual to hear the proprietor of a small fountain remark apologetically that he cannot do the things which are advisable and necessary where a big business is being conducted. In some ways this is true and in some ways it is not. Naturally so much advertising cannot be done. But the same fountain principles which make a success of the large one affect the small one and it is encouraging to know that a small amount of money spent in advertising in a small town will bring much larger amounts in proportion to the population than a corresponding amount expended in the city.

People in a small town pay a great deal more attention to the advertisements in the local paper, to program advertising, to direct-by-mail literature and special inducements than in the city where there is such a confusing clamor of advertising from everybody.

It is not unusual to stop on a motoring trip across the country and to go into some small town establishment when the advertising pictures and posters are heavily fly-specked, the silverware tarnished, the fountain antiquated, and the offerings decidedly poor. Granted that the proprietor of such a fountain has only a little money, and that there are times of day when there are not very many people around town, this is no reason why a big soda fountain may not grow out of a small one. Some of the old style fountains can be re-built at most moderate expense into attractive modern ones. If a soda fountain is going to be run at all it should be operated in a manner to make money.

In a small town in central New York, a couple of brothers were convinced of this fact so they sold their old decrepit fountain to a Greek who had the concession of fountain privileges at an amusement park who fixed it up so as to make it go through a season or two until he got money to get a new one.

In the meantime the two brothers put in a new fountain, redecorated their store and divided the space into two parts. One part was attractively decorated in shades of old blue and old rose, and it was announced that the Luncheon Parlor was opened for engagements, and could be booked ahead.

Now these brothers knew that most of the women in this small town did their own work and yet were as socially inclined as their sisters in big cities, so they cashed in on this knowledge by featuring a new service.

Mrs. Brown could invite her friends to a Veranda Party, a Thimble Party, a Card Party, or any little affair for morning, afternoon, or evening, and order plain or elaborate refreshments served at the Soda Fountain Parlor. As the village only had a population of about four hundred, everyone was within easy distance, and it made a pleasant break especially in warm weather to go down the street to Valentine's.

Even some of the out-of-town women took advantage of this by inviting little groups of friends to a noon luncheon, or an afternoon collation. Thus the luncheonette service was born.

It became quite popular too for motoring parties to

start or wind up their trip with refreshments here, rather more elaborate than just a glass of something to drink or a plain dish of ice cream.

The Fountain Room is open at all times for the regular trade. This led to the development of another branch of business, the sale of bottled juices by the half dozen and dozen to people out-of-town, and anyone with an ice house or a refrigerator could serve their friends with delicious refreshments at a moment's notice.

In this town moving pictures are shown three times a week and the show is followed by a little entertainment at the Luncheon Parlor, where people can chat with their friends, listen to piano or violin playing or singing, or an interesting feature of some other kind.

Saturday evening is a busy and big one in the small town, nothing extra is arranged except an occasional souvenir evening, or the featuring of some leader mentioned in the local paper which came out on Friday.

As the store is closed on Sunday, this left two evenings a week to plan for. Band concerts, community singing, summer Chautauquas, special bargain inducements, demonstrations of various kinds, fairs, Old Home Week, etc., all helped to keep the ball rolling, and this soda fountain which was once a dead one, making scarcely enough profit to pay a good interest on the money invested, became such a thriving and flourishing business that it and the confectionery department associated with it have been and are supporting the two brothers and their families, and is giving them a tidy margin which thrifty investing is building up.

There are a great many people who are ready to reveal secrets, and usually these secrets are no secrets at all, but merely the exercise of good horse sense. This is the sort of a secret revealed here.

## CHEMIST BANS COMMERCIAL ORANGEADE

**Dr. LaWall of Philadelphia College of Pharmacy Finds That Much of It Contains Almost Anything Except Proper Ingredients**

Dr. LaWall, the Pennsylvania State chemist and dean of the Philadelphia College of Pharmacy, has been analyzing many specimens of commercial orangeade collected by inspectors at stands in Philadelphia and elsewhere. The result is not encouraging to consumer or vender. He finds that much of the orangeade of commerce is not orangeade at all. It is a concoction. Its relationship to the orange is so remote that it amounts to only a vanishing degree of cousinship in many cases.

"True orangeade," say Dr. LaWall, "should be made from the juice of the orange, sugar and water. Anything else is illegal under the State and national food laws and should not be permitted."

Having thus defined the genuine article, Dr. La Wall discloses that the orangeade of commerce is chiefly composed of the "anything else" which he condemns as illegal. Only 10 per cent of it is orange juice. The other 90 per cent is made up of orange oil, citric acid, sugar, water and some coloring matter. It does not quench thirst. It is a thirst provocation. About the only good quality it has is the negative one of not being poisonous.

And there you are. Meantime the orangeade stands are doing a roaring business.

### MOVIE ADVERTISING SELLS SUNDAES

**Indianapolis Firm Gets Results From Window Trim Which Connects Fountain With Popular Moving Picture**

"How to Capitalize on the Motion Pictures" might well be the title of a merchandising story on the methods used by the soda fountain department of the Hook drug stores in Indianapolis. The company operates eight large stores in that city and does a large volume of business in its fountains. The motion picture theaters in Indianapolis, as in every city in fact, are among the largest advertisers in the local papers.



*Hook Window Features Movie Sundae*

Did you ever stop and think after you had read a motion picture house advertisement what it was that stuck in your mind? Officials of the Hook store did. They found that after all else had been forgotten the title of the play, because of its display in the advertisements and many times because of its catchiness, stuck longer than anything else.

Now the company uses the titles to create window displays for the fountain department. A play entitled "Forbidden Fruit" was playing at one of the motion picture theaters, incidentally the one that advertises most, and with the title of the picture, the soda fountain department was able to decorate a window that attracted attention and also originate a special sundae for the occasion.

The film corporation and the motion picture house co-operated in the idea by providing the main set of papier mache with the condition that some mention of the company and the theater be given in the setting. The idea of having a special sundae for the occasion was developed in order to get a check on the results of the window. The special sundae was not advertised except in the window and the company knew by the number of calls received for this dish about how many persons looked at the window long enough to be sold. After a week, it was said that the idea was a good one.

**Guest:** It's curious to me that your other daughters have married into large mercantile houses and your youngest daughter is engaged to a poet.

**Host:** Yes, I allowed it. The family needs him as an ornament.—Houston Post.

### TEXAS MAN GIVES FORMULAS FOR TWO SUCCESSFUL SPECIALS

S. T. Krambes, Clarksville, Texas, offers the following recipes for fountain specials which have proved exceptionally popular with his customers this Summer. They certainly sound good and it is no wonder that patrons have been coming back for more and yet more. Texas is a long way off for most of us and it might be a good idea for some of the fountains in other sections of the country to give their customers a chance to try them out without making the trip to Clarksville.

#### Tropical Punch

Pour the juice of one orange into a twelve ounce glass and add a slice of pineapple, a slice of orange and three slices of banana. Then put in four spoonfuls of powdered or granulated sugar and fill the glass with fine shaved ice and water. Shake vigorously and serve.

This retails at fifteen cents plus the war tax.

#### South American Delight

Take a small plate or an exceptionally large sundae dish and place on it a disher of ice cream, twelve to the quart. Sprinkle with chopped nuts and slice over it half a banana. Over the whole pour chocolate syrup or fudge dressing and finally sprinkle with chocolate shots and serve.

The retail price of this delicacy is twenty-five cents plus the war tax and it is popular at the price.

### FOUNTAINS CUT TRADE IN BOTTLED SODAS

**Seller of Bottling Machinery Blames Popularity of Sodas and Sundaes Together With General Depression For Slump in Demand For Bottled Beverages**

That the predominance of the fountain drink over bottled beverages in popular favor during the present season is one of the big reasons for slackening to some extent of the demand for bottling machinery, is the opinion of P. M. Brunst, Chicago manager of the Bishop & Babcock Co., whose general offices are at Cleveland.

Mr. Brunst is in close touch with the Chicago market and the territory in Illinois, Wisconsin, Michigan, Indiana, Iowa and other central states. He declares that summer business records will show that the sale of bottled beverages has fallen off nearly fifty per cent despite the fact that it has been a hot summer.

"There was really a bigger business a year ago, and last summer was a cold one," declares Mr. Brunst.

This Chicago manager blames general unemployment conditions for holding back business in the bottled line. Fountains where beverages have been sold over the counter and ice cream served in connection with lunches, have not been hit so hard. Youngsters who have in former seasons scammed to corner stores and bought bottles of pop and other beverages have been sadly curtailed this year on their supply of nickels and as a result the business has suffered.

Even the carbonic acid gas business is not what it was during the pre-prohibition days. The saloons were the big buyers of this gas and they are off the market now.

"As far as the market for machinery is concerned, there has not been a complete collapse of business," declares Mr. Brunst. "We are still doing business, but find that everywhere the big thing is price. Everyone who is in the market is particularly anxious to get everything just as cheap as it can be purchased and as a result we have been forced to cater to a strictly buyers' market."

# Honey Industry Assumes Large Proportions

*Statistics Show That Busy Little Bee Manages to Produce  
300,000,000 Pounds in Year, Mainly in California  
—Honey Prices Have Last Fallen in Year*

IT IS only recently that the honey situation has become a specialized, important industry in the United States.

Heretofore, statistics as to honey production and consumption in the United States have been almost negligible, because of the fact that the production of honey was maintained as a side-line by the average agriculturist. The development of the honey industry upon a scientific commercial basis has created the necessity for accurate information as to honey production. While it has been impossible to secure as detailed information as might be desired, because accurate statistics have not been maintained in the past, it has nevertheless proved possible to secure a considerable amount of accurate data with regard to the industry.

California produces approximately 15 per cent of the honey produced in the United States. Iowa is the second state producing 6 per cent of the entire crop. New York, Illinois, Michigan and Wisconsin each produce approximately 4 per cent, and Pennsylvania, Georgia, Florida, Ohio, Indiana, Missouri and Colorado 3 per cent. No other state produces more than 2 per cent of the entire honey supply of the United States.

Careful estimates as to commercial honey production in California during the past 20 years are that it has varied between 1,040,000 lbs. in 1904 and 11,532,000 in 1909. It is impossible to secure accurate figures as to total honey produced in the United States. However, the Department of Agriculture estimates that 180,000,000 pounds will approximate the total honey production in the United States during 1916, and states that it is its belief that these figures are within 10 per cent of the actual production. Upon this basis it is estimated that the total production for the United States was about 150,000,000 pounds in 1917, 180,000,000 pounds in 1918, 210,000,000 pounds in 1919 and 250,000,000 pounds in 1920. It may be, however, that the 1920 production of honey in the United States totaled as much as 300,000,000 pounds.

Commercial honey is produced almost exclusively in the form of extracted, or bulk honey, although there are three forms in which honey enters the commercial market. Next in importance to extracted honey is comb honey and there is a small amount of chunk honey sold upon the market. By chunk honey is meant that honey which is sold in the form in which it is taken from the hive, wax and honey being intermingled.

Practically all of the honey now produced in California is extracted honey. In 1916, 81 per cent of the California commercial production was sold in such form, in 1917, 82 per cent and in 1920, 96 per cent. In the United States approximately 55 per cent to 60 per cent of all honey produced is sold as extracted honey. Comb honey is relatively unimportant in California, production of such honey in 1920 amounting to only 2 per cent of the total amount of honey produced in the state. This is the result of the gradual change to extracted honey, as in 1916 approximately 18 per cent of California honey was sold as comb honey.

The production of comb honey is exceptionally difficult and its lasting qualities are such that it is hard to market comb honey outside of the state in which it is produced. As a consequence, the bulk of the comb honey sold in

the United States is that produced and sold locally in various Eastern states. In 1916 and 1917, 38 per cent of all the honey produced in the United States was produced in the form of comb honey. In 1918 the percentage was 31 per cent, and in 1919 and 1920, 30.5 per cent.

Approximately 10 per cent of the honey produced in the United States is sold as chunk honey. In California only from one to two per cent of all honey produced is sold in this form.

The principal markets for honey moving through the regular channels of trade are reported as Medina, Ohio, Cincinnati, New York City, Chicago, Kansas City, Philadelphia and Boston. It is estimated, however, that approximately 90 per cent of the honey produced in the country, with the exception of the California production, does not get twenty miles from the home of the honey producer.

In the past the markets for commercially produced honey have been, to some extent, foreign markets. In 1919 there were 9,105,362 pounds of honey exported from the United States. The principal importing countries were the United Kingdom, France, Sweden, Belgium, the Netherlands, Denmark, and Canada. While these exportations to foreign countries during 1919 were slightly larger than normal exportations, because of the sugar shortage, they may nevertheless be taken as indicative of the proportion of American produced honey formerly absorbed by foreign markets.

At present, these markets are being definitely closed to United States honey producers. In 1920 there were only 1,539,725 pounds of honey exported from the United States, almost 50 per cent less than the total exportations to Great Britain during 1919 and approximately 83 per cent less than total exportations during 1919.

The United States honey industry is today definitely faced with the fact that it must rely almost entirely upon domestic markets in the future. In the past it has been the custom to market domestically produced honey in five gallon cans, containing sixty pounds of extracted honey. As a general rule two of these cans form a case. A considerable proportion of this honey was retailed direct from the can into containers belonging to the consumers.

The baking trade in the United States has used large proportions of the United States produced honey in preference to sugar because it permits the holding of a certain proportion of moisture in baked goods. As commercial baked goods tend to dry and chip easily if sugar is used, honey is considered superior for sweetening purposes.

In order to better exploit local markets a new means of marketing honey is fast gaining in favor in the United States and is being pushed by co-operative honey associations in California. Honey is being put up for the retail trade in one pound, two and a half pound, five pound and ten pound friction-top cans and in eight ounce and sixteen ounce glasses. The containers carry a label showing the name of the canning company and the source of the honey, so that its cleanliness can be vouched for. Active steps are being taken to develop larger home markets for this new form of honey. The food value of honey is unquestioned as it contains 1,485 heat calories per pound.

Honey prices have dropped materially in the past year,

because of general readjustment and because of the closing of foreign markets. While in 1918 and 1919 and the earlier part of 1920 the prices for the better grades of California honey in Los Angeles markets ranged between 18 cents and 23 cents, these prices have now dropped to as low as 12 cents and 13 cents. Predictions as to future honey prices can not be made with any accuracy today but indications are that with the development of new domestic markets the excess honey formerly shipped to foreign countries will tend to be absorbed in the United States.

#### SUGAR FROM THE MAGUEY PLANT

The announcement that an American company has planned to carry out extensive experiments in Mexico to find out if the maguey plant contains enough sugar to justify the company in building a refinery in that republic, has attracted considerable attention in Vera Cruz and other Mexican States. This plant, as is well known, is one of the most important cultivated vegetable products of the Mexican tablelands, and is chiefly propagated by offsets. At about the seventh year, on the average, it becomes of immense size, often weighing more than a hundredweight, and develops a great terminal bud preparatory to flowering. This bud is removed, leaving a cavity in which the watery sap collects. This sap, known as "agumiel" or honey water, contains a large percentage of sugar, which when collected and fermented, is the source of the national Mexican drink "pulque."

The sugar obtained from the honey water resembles that extracted from the sugar cane, and it is believed that the manufacture of sugar from the plant would pay much better than the production of pulque. Tequila and mescal, both transparent liquors, are obtained by distillation of the roots and lower leaves of the plant after roasting, the liquors being very strong and containing a large per cent of alcohol. In case the project of manufacturing sugar from the maguey should prove commercially practicable, it is expected that such production will materially effect the price of sugar throughout the world, the "raw material," the maguey, being one of the most common plants in Mexico. Samples of this new sugar are now on exhibition in the Department of Commerce and Industry in the city of Mexico. It is a pure white, more white than the finest granulated sugar from beets, and in proportion to volume, gives a greater amount of sweetness.

#### Pulque Drinkers May Object

One of the main difficulties anticipated in connection with this project is the opposition that is expected may arise among the poorer classes of the country who depend on pulque as their chief alcoholic beverage. In the event there is an extensive quantity of sugar manufactured from the maguey, a rise in the price of pulque will result, as there would be a correspondingly less quantity of maguey available for the manufacture of the drink in proportion to the amount utilized in the manufacture of the sugar. In effect, any extensive manufacture of sugar from the maguey would amount to practical prohibition for the poorer people, as the wages of laborers in Mexico are so low, that with the elimination of pulque, they could not afford to buy other alcoholic beverages. It is also reported here that the American prohibition party is interested in the proposed factory for the manufacture of pulque sugar, and that adherents of that organization would like to see Mexico go dry.

Mrs. Wabash—"I thought when I married you that you were original."

Mr. Wabash—"And am I not?"

"No, you're using the same excuses for staying out late that all my other husbands used!"

#### DISPENSER OFFERS THREE IDEAS WHICH HE HAS FOUND HELPFUL

The fountain customer is a logical prospect for a confectionery sale. Keep this in mind, display confectionery, and occasionally use a small portion of some delicate confection as a garnish for a soda fountain leader. Advertise by sign card at the same time that this confection may be bought by the box or pound—and watch how many sales will follow.

The wide-awake dispenser will often get valuable suggestions by an informal chat with a friendly regular customer. This customer may have found some other fountain in town or when traveling which served something unusual and delicious. Learn all you can about it. The progressive man is teachable.

The morning work of cleaning should all be finished at the soda fountain before customers begin to arrive. It is not until things are in order that the fountain looks hospitable and attractive.

#### DRUGGIST DRIVES FOR BULK CANDY TRADE

J. W. Reed Co., Takes Advantage of Price Agitation Regarding Box Candy To Get Business For a Line of Non-Package Goods

One would think at the first glance that he was standing in front of a big chain candy store so far as the attractiveness of the candy window which the J. W. Reed Drug Company, at 104th Street and Columbus Avenue have at this writing, is concerned. This enterprising firm is making a drive for their share of the bulk candy business while so much is being said about profiteering by candy stores.

Speaking of prices the decline of box candy specials has led more than one druggist to launch out in the bulk goods field for it is with this class of goods that he can meet the reduced prices of his competitors.

The Reed Company drug store at this location has no soda fountain and therefore cannot depend upon this department to bring in candy customers. Aside from the attractive window display of gum drops with the price plainly marked, 39c per pound, for it is this popular confection that is being pushed here just now, a large display table inside near the prescription counter is used. Patrons can sample before they buy.

This display requires the entire front window. Pedestals are built up fully six feet and at the proper places display open boxes of the confection. The floor is well covered with filled boxes but none are dumped about at random. Three large pails of the candy with covers off show the patrons the supply is not limited without taking chances on ruining the candies freshness.

#### REFORMERS CALLED POOR SPORTS

Some weeks ago at National Park, Camden County, where a controversy had long raged about Sunday baseball, it was agreed by representatives of both sides to submit the question to unofficial referendum and all abide by the result. Sunday baseball won, five to one. Now, after recovering their breath the blue law advocates present a petition for the strict enforcement of all the blue laws, which would not only prevent baseball, but also the sale of ice cream, cigars and everything else on Sunday. That is the sort of tinhorn sportsmanship that helps explain the attitude of the public toward these people and their activities.

—Newark, N. J., "Ledger."

# Word-of-Mouth Advertising Valuable

*Best Sort of Publicity Comes to Fountain if Patrons Can Be Induced to Comment on Its Features to Their Friends*

NOT all the advertising which the owner of a soda fountain can do is confined to newspaper copy, placards on the mirror behind his fountain, or sales arguments on his menus and in his show windows.

Quite a lot of effective advertising can be secured by the proprietor of a soda fountain by making people talk about his fountain; the more talk the more patronage. This being the case it is a mighty good proposition for the fountain to increase the amount of word-of-mouth advertising as much as possible.

But how can the proprietor of a fountain make people talk about his establishment and furthermore how can he do so with a minimum expenditure of money? One of the things that always makes folks talk about a fountain is a new slant on the drinks and dishes which the fountain serves.

## Cards Tell the Story

For instance, let us suppose that the store puts a placard like this in its show window.

"Do you know what the most popular sundae is in Toledo?"

"They've got a new fountain dish at Toledo which is being served at many of the better fountains and which is making a big hit in that city."

"We've made arrangements to serve the same dish at the same price at our fountain all this week."

"This new dish—which is called Toledo Delight—is mighty good. You will say so when you try it."

"We are the only store in town where this dish is now being served. Undoubtedly other stores will soon begin serving it. But if you want to be among the first to try it, you must get it here—unless you go to Toledo!"

"Come in now and try a Toledo Delight!"

Of course many people would read a sign of this character. And equally of course many of those who read would feel constrained to enter the store and to see for themselves just what it was that was making such a hit with Toledo people. Then it would be perfectly natural for these customers to tell their friends about the dish and to comment on Toledo's taste and upon the enterprise of the local store in bringing the dish to the city. All of which would be valuable word-of-mouth advertising.

## New York Specials Featured

Suppose, again, that the store placed a placard like this in its show window:

"New Fountain Dishes and Drinks Right From New York."

"J. H. Smith, the proprietor of this store, has just returned from a trip to New York City."

"While in New York he visited all the leading soda fountains, made notes of the new dishes and drinks being served at these fountains and then secured the recipes for making them."

"Of course New York is always ahead of all the rest of the country in matters of this kind."

"But now you can try to-day the dishes that are to-day popular in New York—if you patronize our fountain."

"You'll find all the dishes and drinks brought back from New York, grouped in a special section on the new menu cards we have just had printed."

"Be among the first in this city to try these dishes and drinks."

It is easy to imagine the sort of comments that would be made on a stunt of this kind.

"I tried all these New York things at Smith's fountain," some young ladies would be sure to say to their friends, "and I thought they were fine. You ought to try them—they really are different."

And it would only take a comparatively small amount of this sort of advertising to start a lot of people patronizing Mr. Smith's fountain.

## More Variety in Ordering Urged

It would undoubtedly start soda fountain patrons talking for the store to emphasize the variety and number of syrups regularly carried. As a general thing most soda fountain patrons no longer realize how many flavors are carried by the fountain. The patrons get in a rut in the dishes and drinks they call for. For instance, one patron always calls for chocolate and finds that he doesn't experience the pleasure in a chocolate soda that he formerly did. But, being in a rut and not having anything to get him out of the rut, he continues to order chocolate and drinks fewer and fewer sodas as the result of this eternal sameness. So it would be a good plan for the store to place a placard in its window reading like this:

"More Flavors at Our Fountain Than at any Other Place in Town."

"We believe that variety in sodas adds greatly to the pleasure of our patrons."

"So we regularly carry more flavors than any other soda fountain in the city."

"And because we think that you would get more pleasure out of our fountain by knowing about the wide variety of flavors you have to choose from, we're giving the list of these flavors."

"If you do try this variety in your sodas you'll be delighted. Variety is the spice of life, you know."

"Remember, there isn't another fountain in town where you have such a big variety of flavors to try out."

Undoubtedly it would be a surprise to many folks to see how many flavors the fountain was carrying.

Make folks talk about your fountain. You'll find that it will help business to do so.

And here's hoping that the ideas contained in this article point the way.

## CANDY COMPANIES MERGE

H. D. Foss and Company to Take Over the Business of the Boston Confectionery Company and Operate Under Name of H. D. Foss and Company, Inc.

Arrangements have been completed whereby H. D. Foss & Co. of Boston, manufacturers of candy, will take over the business of the Boston Confectionery Company of Cambridge. The merged company will be known as H. D. Foss & Co., Inc. H. D. Foss will become president. C. F. Symes, now president of Boston Confectionery, will be vice-president of the Foss Company and Charles D. Rice will be treasurer.

The Foss company expects to give up its Boston location and move into the modern factory of the Boston Confectionery at Cambridge. Details of the financing have not yet been completely worked out.

### HERE IS A LIST OF THINGS ONE SUCCESSFUL FOUNTAIN MANAGER EXPECTS HIS DISPENSERS TO KNOW

That an immaculately clean apron makes a splendid impression on patrons while a soiled apron drives them away.

That men buy more straight drinks than sundaes or sodas and, consequently, when a man hesitates about naming the thing he wants to buy it is a good bet to recommend some straight drink to him.

That time wasted in "kidding" with customers or friends who stand up at the fountain means a decided decrease in efficiency as no soda dispenser can conduct a conversation and attend to his job at the same time.

That a running conversation with customers at the counter tends to make customers feel that it is run in a shipshod manner.

That every customer who compliments the soda dispenser on his work means patronage for the store in the future from that same customer.

That daintiness is highly appreciated by all women who purchase sundaes or sodas.

That with children it is not daintiness but quantity which makes the biggest hit and that the dispenser should try to serve quantity sundaes to the children.

That with a lot of people standing up at the counter to secure drinks and sundaes it is absolutely essential that everything behind the counter be faultlessly clean.

That a pleasant smile on the part of the dispenser makes every soda and sundae taste better.

That a visit to other fountains every now and then is worth while for the purpose of seeing what others are doing and in this way keeping abreast of the times.

### THE DISPENSER DISCUSSES HIS PATRONS

The Dispenser says that while the old time Monday morning rush for bromo seltzer and other cures for "morning after headaches" is no more, or at least decreased to almost nothing, there is a prohibition rush on Monday mornings to correspond to the other one which is passing into the discard. This rush includes both girls and men alike, and the former are generally in the majority, and they ask for everything from a phosphate or a bromo to a cure for sunburn which they acquired the day before.

"They all like to tell me their troubles and their Sunday experiences," says the Dispenser, "and they ask me more questions that Edison could think of, much less answer. I've got to listen to it all. Then, too, one has to remember what certain persons like.

"For instance, there is one of those 'baby dolls' who has a particular drink which she wants made the same way and with a novel touch she claims she 'invented.' I have to remember that. Then there's a fussy old broker who wants the soda water put into the glass before the flavor goes into it, and I have to remember that. Then there is the lunch crowd. Mostly stenographers who make a 'meal' out of soda and a sandwich, or a plate of ice cream and some candy, and then wonder why they come down later in the day and visit the drug clerk for some remedy for a headache or a sick stomach.

"Advise them?" he smiled. "Huh, you evidently don't study women!"

### CHICAGO FOUNTAIN BUSINESS BETTER

**Return of Warm Weather Stimulates Demand And Many New Fountains Being Installed In Anticipation of Even Better Season Next Year**

Encouraged by a return engagement of summer weather, the soda fountain and soft drink business in Chicago is back at its old proportions following a temporary lay-off during a few chilly and rainy days.

Fountain dishes and drinks have been more popular during the sweltering summer days this year than the bottled goods, but it has been hot enough and the thousands of Chicagoans and visitors have been thirsty enough to keep business moving in all departments of the beverage business.

Due principally to prohibition, so it is assumed, there is still a particularly big demand for fruit juices and drinks made from these juices. Several new beverages have made their appearance on the market and it is announced that others will be marketed shortly. Merchandising problems have become one of the principal factors in the production of many of these beverages and novel means have been taken to present some of the new drinks to both dealers and the public.

Expansion continues to be the keynote of the fountain business in Chicago. Albert Pick & Co., have just installed a handsome new fountain and complete equipment for Dames Bros., who will operate a modern fountain and confectionery at Cottage Grove Avenue and Sixty-third Street. This location is probably the best on Chicago's South Side, as the store is on the busy corner in the Tivoli theater district where an estimated 20,000 people attend the big movie theater each day. A proposed new dance hall at this corner will also attract throngs to the vicinity. The building occupied by the new store is owned by the United Cigar Stores and the new store will be "L" shaped, having entrances on both 63rd and Cottage Grove.

The H. J. Walker Soda Fountain Company is now busy installing one of the largest and most modern fountains in Chicago's downtown business district at The Fair department store. This fountain will have ten stations and is built in the form of a hollow square with a steam table, urn stand and display rack accessible from all sides, in the center.

The fountain at The Fair is to be cooled by artificial refrigeration with all parts of the cooling system completely enclosed and utilizing cold dry air for cooling water and freezing the cream. Drink mixers and other conveniences have been built into the fountain. The fountain will be in operation within the next few days and will be in charge of O. H. Jurgens, manager.

Following the completion of The Fair fountain, Mr. H. J. Walker of the Walker Company is to personally superintend the installation of two new fountains at the Rothschild department store. One of these will be in the grocery department and the other is to be located in the basement.

In addition to the fact that popularity of fountain drinks is continuing remarkably good, further prospects for big business next year are seen in the fact that merchants not only in Chicago but throughout the middle west are making elaborate plans for improvements and expansion of business for next summer. One big Chicago supply house reports that many inquiries are already being received and that the situation at the present time for the coming season's business looks much better than it did a year ago.

As a reflection on western business which some sources have indicated was not so good, Albert Pick and Company have just closed a contract for complete installation of a new fountain on an elaborate scale at Casper, Wyoming.



# Luncheonette Department

Conducted by EMMA GARY WALLACE

## After-Theatre Lunch Gaining Popularity

THE food habits of the American people are being made over. This may seem like a broad statement, but any observer can verify it with very little trouble.

When the older generation of the present day have passed on to join the "innumerable caravan," the younger members of society will, as a matter of course, take their places, and the food habits which are becoming so prevalent among the younger people today, will become an established order of things.

This established order is being formed now, and whether one recognizes it or not, it is a national tendency which is sweeping onward like a great and mighty flood, carrying our people with it. This new food habit may be briefly described as eating between meals and especially late in the evening.

When the present generation was reared, it was taught in a stubborn and authoritative manner, that absolute regularity as to breakfast, dinner, and supper was essential to health. Many dietitians and doctors still claim so, and yet in the face of this we have thousands of healthy, athletic, strong, and successful individuals who eat when their system demands it, enjoy the eating mightily and certainly seem to be no worse for it.

Ice cream, for example, is solid nourishment. Its temperature should, by every law of logic, arrest the process of digestion, and yet ice cream and frozen dainties of this class are favorites in the way of between-meal refreshment, and people seem to be better rather than worse, for reasonable indulgence.

### Eating Between Meals Healthful

There are even those who claim on a scientific basis, that this eating between meals is to be encouraged because the human system can better care for a small quantity of food taken frequently than a large amount occasionally.

Our continental cousins enjoy tea, coffee, or fancy refreshments in the late afternoon and evening, and seem to be healthy and happy. Americans are noticeably a people whose nervous activity uses up much of the energy manufactured from hour to hour. In order to prevent going beyond the bonds of perfect recovery as to physical exhaustion, and to stoke up the human engine for the next lap of the journey, food becomes increasingly important, and there seems no reason to believe that our people are doing anything out of the way when they establish habits which furnish them with wholesome food, taken when and where they need it.

A recent writer in a weekly magazine discoursed at length on this matter. He spoke with the voice of authority, having had the catering concessions for a large number of amusement parks and ball game grounds. He has found that while the hot dog is a tremendous favorite in the East, that the hot dog has to share its popularity in the Middle West with the ham sandwich; while neither are nearly as popular in Mexico as a very hot hamburger preparation fried in thin, wafer-like cakes, and eaten as a sandwich filling in a round biscuit. The shape is im-

portant, for the Mexican people will have nothing to do with the long roll as we know it, while our own people prefer the long roll to the round shape. These simple facts are significant as they indicate the localization of food habits.

This particular writer speaks of the stupendous quantity of hot dogs, peanuts, lemonade, sarsaparilla, and occasionally some drink of local popularity which he serves annually, and he calls attention to his observation that those who criticize the between-meal customs, are usually people and races of small physical development and limited achievement.

In closing he says:

"Before me as I write, I have a magazine article by another dietician who derides the between-meal idea.

"If we must have something between meals, he says, the only safe and nourishing food is cool milk.

"I'd like to see him make somebody drink it. Even the milk shakes went out of style several years ago.

"No, I guess we'll go right along ruining our health, turning out the biggest and finest men, winning all the athletic events—yes, and winning the wars."

It is easy to understand why milk shakes are not popular on baseball grounds and similar recreational fields. Under these conditions, it is difficult to have milk drinks at their best, and milk drinks should be sipped slowly. But the soda fountain affords an ideal background for milk drinks and milk foods, for here one has not the hectic excitement of a game or race in the balance. There are chairs and tables and restful surroundings.

### Food Habits Can Not Be Forced

The writer above quoted states that he has found it to hold true over a period of many years, that people simply will not eat what they do not want. Such items cannot be forced upon them nor can they be educated to enthusiastic acceptance of foods which do not make an immediate appeal.

Sometimes these preferences and prejudices are astonishing. The most fashionable of the elite set are credited with eating corned beef and cabbage as a matter of course at the horse shows, while other equally unexpected traits crop out at different points.

A consideration of these facts is very interesting in connection with the luncheonette, for it becomes evident why some people succeed where others fail. The business of catering on either a limited or a large scale, must be taken seriously or the results will of necessity be indifferent and scarcely worth-while, but if an intelligent and earnest study is made of the food habits or likes of a community, one has a phosphorescent arrow pointing the way to a profitable luncheonette business.

Most luncheonette establishments cater with fair success to the between-time needs of day-time patrons, but relatively few have seen the opportunity in late evening business, and yet here is a big field all but unscratched, which is capable of being developed into large proportions.

We are no longer a people who retire sedately at nine

or at latest at ten o'clock. Our streets are teeming with life even in the small towns and villages, at midnight. The automobile has made possible the covering of long distances, and it is almost a matter of course to go out for an evening entertainment of some kind, and then to seek some place where a luncheon of distinction may be obtained as a climax to the evening's pleasure.

This is not so illogical as it might seem, for when people dine at six or seven o'clock and then proceed to have a period of enjoyment equal to a morning or an afternoon, the system cries out for food in the course of four or five hours.

Many people cannot sleep when the stomach is empty, and others find that if they take an easily-digested, appetizing lunch, that they rest better and awoken with a greater zest for work in the morning. It is a mistake, however, to take hearty, slowly-digested foods late in the evening, and most people realize this.

We have already seen that unwelcome foods cannot be forced upon people, and so the character of the evening lunch should be carefully considered. What may be acceptable in one locality, might be rejected in another, and so it becomes largely a matter of individual study. The season of the year also has an influence upon the character of this late luncheon. But the one who pays attention to the logical principles of supply and demand in this connection, will merit prestige and a fine following.

It is interesting to note how much the soda fountain and the luncheonette are being used as fiction properties, in order to create atmosphere. A recent writer in one of the highest paid magazines in the world, represents a young woman in the party as inquiring where Percy can possibly be. His irate father expresses it as his firm conviction that Percy is probably guzzling soda fountain slops, and intimates that he is probably topping off his eighth malted milk with a plate of ham and eggs. In all probability, Percy's father was right and the young chap, contrary to all rules, would probably flourish like a green bay tree and sleep like a top.

The American people are the greatest soda fountain fans in the world, and probably the best nourished people in the world. Surely we are justified in thinking that there is some connection!

#### After-Theatre Lunch Sure to Please

But to come back to the After-the-Theatre Lunch and to gather a few practical conclusions in regard to it.

First, it will be a success when the food is right for the community where it is served and the service is given adequate publicity to attract a generous patronage.

Second, the After-the-Theatre Lunch should offer some distinctive food item not served during the day and earlier part of the evening. Possibly this special might be best begun at nine o'clock or after the people come out from the first movie entertainment. Many have an early evening meal and are now ready for something additional.

Third, the After-Theatre Lunch may well be accompanied occasionally by music, or some other suitable feature adapted to the particular establishment.

Fourth, it should be remembered that after a long day of numerous activities, most people are beginning to feel somewhat weary and will appreciate prompt service. A tedious wait is three times as likely to be resented as when endured earlier in the day. People are now beginning to think of getting home and retiring. Even those who eat and then sit and chat afterwards, want to be served as soon as possible.

Fifth, suitable foods for the After-the-Theatre Lunch will consist of simple fruit and fish salads, well-made sandwiches, hot and cold drinks, ice creams, and very light and digestible portions of well-made cake or French pastry. In every case, rich, hearty, heavy foods should be passed by and the light luncheon idea stressed.

Sixth, a special arrangement should be made whereby

there will be shifts of help ready to take care of these late patrons promptly.

Seventh, movie screen advertising, theatre program announcements, and newspaper publicity will soon start this class of trade along briskly, provided the food itself appeals.

Eighth, before featuring an After-Theatre Lunch, make a personal visit to establishments serving foods at this hour, and observe what is ordered. Do this in your own locality and also within a radius of twenty or twenty-five miles. Get posted and then go after the business seriously. It is there and someone is going to get it soon. Remember also that the evening patrons are logical fans for the day-time service.

#### NEW RULING ON FLAVORING EXTRACTS

R. A. Haynes, prohibition commissioner, has sent a notice to Federal prohibition directors regarding the standard requirements for certain imitation flavoring extracts. The announcement is as follows:

"The standard hitherto prevailing requiring flavoring extracts to contain not less than 2 per cent of esters or esters is hereby modified to require not less than 5 per cent of esters or esters with respect to the following imitation flavoring extracts: peach, apricot, brandy, cognac, rum, grape, and apple. No more alcohol may be used in the manufacture of such extracts not conforming to the modified standard. Each director will at once notify manufacturers of flavoring extracts in his State accordingly.

"Permits for the year 1921, issued pursuant to applications now pending, will authorize the manufacture of such extracts containing not less than 5 per cent of esters or esters, and in passing upon imitation flavors in the laboratory the calculations of the esters or esters will be in terms of grams of ethyl acetate per 100 c. c. In addition to the specific requirements relative to the ether or ester content, it is also necessary that the products shall be unquestionably unfit for use as beverages.

"Manufacturers and other persons having on hand extracts of the kind in question not conforming to the modified standard, but conforming strictly to the standard hitherto prevailing, will be permitted to make sales thereof for legitimate non-beverage purposes until November 1, 1921. However, all manufacturers or distributors selling such products in large containers, such as half-pint, pint and quart, except to hotels or manufacturing establishments, should be reported at once.

"Similar action will be taken as to other imitation flavoring extracts if investigations appear to warrant such action."

#### SOMEBODY STORIED HERE

"You writing your sermon, pop?" the small son of a minister asked interestedly.

"Yes, my boy," was the reply of the divine as he looked up from his manuscript.

"How do you know what to write, pop?" was the next question.

"God tells me what to write, my son," the minister replied impressively.

The little fellow looked doubtful.

"If He tells you what to write," he demanded, "why do you go back and scratch out a lot of it?"

#### OUT OF ORDER

I do not want to incur the displeasure of the chair. I want to be polite as possible. If you say I am out of order I will have to take your word for it. Once upon a time another presiding officer made a similar ruling and I asked him: "How am I out of order?" and he said: "You'll have to ask a veterinarian."

**COCA-COLA DIVIDENDS RESUMED**

**Directors Vote Payment of Deferred Semi-Annual 3½ Per Cent Return on Preferred Stock—Earnings Satisfactory**

The Directors of the Coca-Cola Company, at a meeting held Aug. 23, declared a semi-annual dividend of 3½ per cent on the 7 per cent cumulative preferred stock, payable Oct. 1 to stockholders of record Sept. 15. This was the dividend due to be paid on July 1, which was deferred. In the long list of industrial dividends deferred or passed since the beginning of the year, the Coca-Cola Company is the first to resume payments. The Directors had the figures on earnings, but these were not made public. It was said that sales for July established a new high record and that in that month the company earned more than three-fourths of the preferred dividend requirements for the full year.

The greater part of the preferred stock is held by interests which formerly owned the company. For their holdings of the stock of the old company it was understood that they received \$10,000,000 in 7 per cent cumulative preferred stock and a big sum in cash. The provisions of the preferred stock call for preference as to assets as well as dividends and six months' default in payment of the 7 per cent dividend would give each share of preferred stock a vote in the affairs of the company.

At the time of organization the entire issue of 500,000 shares of preferred stock was placed in a voting trust of three men, including W. C. Bradley, Chairman of the Board of Directors; E. W. Stetson, Vice-President of the Guaranty Trust Company, and Ernest Woodruff, President of the Trust Company of Georgia. In the early part of July, or shortly after the dividend on the preferred stock was deferred, President Asa G. Candler applied to the Supreme Court in Atlanta for an interlocutory injunction in an attempt to break up an alleged agreement by which three majority stockholders were said to control the voting power. According to latest reports, this voting trust soon will be terminated, although it would not end until Sept. 9, 1924, under the original plans.

**"FILLED" MILK BILL REPORTED FAVORABLY**

**House of Representatives To Consider Measure Prohibiting Substitution of Butter Fat By Other Cheaper Fats and Oils**

The House Committee on Agriculture voted Aug. 11, to report favorably the Voigt bill prohibiting manufacture and sale of filled milk in the District of Columbia and in interstate commerce. The vote was 14 to 4, Representatives Jones, Texas; Aswell, Louisiana; Jacoway, Arkansas, and Kincheloe of Kentucky voting in the negative.

This bill has had active support of the Wisconsin dairy associations of the National Dairy Union, an organization of creamery and allied dairy organizations and of the National Federation of Milk Producers, and also the backing of the farm organizations generally in all parts of the country.

"Filled milk" is defined in the bill as the product made when milk fat is removed from milk, and some other fat or oil added to the skim milk. The records in committee hearings show that eighty or ninety million pounds of this imitation product have been made and sold annually. The bill calls it an "imitation" product and prohibits its manufacture.

"Now, Mary. I don't want to be misunderstood in this matter. I am willing that you should be a suffragette, I am willing to get up in the morning, split the kindling, light the fire, cook the breakfast, wash the dishes and dust the parlor, but I'll be doggone if I'm going to wear pink ribbons in my nightg to fool the baby."

**ICE CREAM EATING CHAMPIONSHIP**  
**WON BY PAWTUCKET MAN: ATE**  
**FIVE QUARTS AT ONE SITTING**

James Connolly of Sayles avenue, Pawtucket, R. I., gave up a lot of personal comfort for five quarts of ice cream, \$25 in bills and a title—champion ice cream eater—all of which he assimilated in 20 brief minutes at Brennan's drug store, West avenue. When he was tackling his third quart of the semi-frozen substance some of his friends began to leave the drug store, not wishing to witness the collapse which they felt must surely come in a little while. There was a look of distress on the face of Connolly and they didn't wish to share the disappointment they believed was due in this round.

But these little knew that Connolly had capacity for ice cream far beyond that of the ordinary spa patron. Something within him was melting the confection at a tremendous rate, albeit recurrent chills were many and beads of sweat of the size, color, shape and seeming consistency of hailstones stood forth upon his brow or dropped upon the floor. A dozen times the white corpses in his blood were about to give up in congealment, but the red ones ever came to the rescue and beat off the inroads of the besieging ice king.

Three times he felt as if some one had pierced his digestion with a giant icicle, and three times more he felt as if an iceberg had been hoisted upon the buckle of his belt. Contrarywise at times he felt as if an Etna would blossom forth there.

But still he ate and more friends left the scene, all doubting that even the fourth quart would be safely segregated.

Strawberry ice cream was ordered for the fifth and final effort. It was ordered by Connolly himself, whose refrigeration had had the effect of bringing a long dormant but nevertheless potent hereditary talent into action. It was that of harmonizing colors. He had reasoned that red hair on his head, fighting red corpses in his veins and strawberry ice cream in his stomach would combine to pull him through to victory.

They did, though the going was like a trip on the dizzy whirl. The color combination theory was proved and this increased the cold comforts of the occasion. After the fifth and final quart had been acquired and a new champion proclaimed Connolly went back to the West Avenue Garage, where he is a night employee, but his object was rest, not work. The next day he felt no ill effects except that the hour of sleep arrived late, having been delayed by the ice barrier temporarily raised against it.

**WALNUT GROWERS WANT PROTECTION**

Governor William D. Stephens of California has the following telegram addressed to United States Senators Penrose, Smoot and Watson, of the Senate Finance Committee, urging a 4-cent tariff on unshelled walnut: "Walnut growers of California state that a rate of 4 cents on unshelled walnuts is absolutely necessary to protect the industry against importations from China. proper protection is afforded California in a few years will be enabled to supply the entire country. Your assistance will be greatly appreciated." Manufacturing sections here state that the California walnut does compete, in point of view of utility, with the Chile French walnuts.

## MATE CAN BE GROWN IN UNITED STATES

**Reported That Tree Has Been Cultivated in Florida And Popular South American Drink May Get Boost Here**

Maté trees have been successfully grown in the southern part of Florida by the United States Department of Agriculture from seeds imported for experimentation. There is now a small supply of Florida-grown seed available for testing in that section.

"Verba maté," as it is called in South America, is native to Paraguay and adjacent countries. The leaves were cured and used as a sort of tea by the native Indians before the arrival of the Spanish settlers. Special ceremonial customs grew up around its use, as when the brewed maté was put in a gourd from which each participant drank his share through a "bambilla" or reedlike tube.

Maté is the most important beverage in Chile and Argentina, where at least 15,000,000 people drink it. The production of maté consequently has developed into a large commercial industry in those countries. A small amount is now exported to the United States, where it can be purchased in many places from those who specialize in unusual foods. It is believed by the Department of Agriculture that the American public should acquaint itself with this South American tealike beverage, which has many points to recommend it for general use.

Not the least important of these is the fact, now fully demonstrated, that maté can be grown from seeds in this country, contrary to the long-prevalent theory that the seeds of the "Verba maté" could not be grown until they had passed through the body of a bird. Private individuals in Florida who received plants from the Department of Agriculture to try out have been curing and using the maté leaves from trees in their own gardens and are recommending the beverage to their friends.

Maté contains the same alkaloidal or stimulating properties as tea, but develops less tannin. The flavor is similar, but, owing to the process of curing, it has a slight suggestion of smokiness, which is enjoyed by those accustomed to it. The importance of maté as a beverage in competition with tea is worthy of consideration, as all the leaves of the tree can be used and as the curing process is far less expensive than the proper manufacture of tea.

The experiments tried by settlers in south Florida, while they demonstrate that the maté tree will grow there, have not gone far enough to indicate that any attempt to grow maté commercially will be successful there. It is, however, an interesting fact that certain of these settlers have dried the leaves in their ovens and brewed a maté which they declare is a very palatable drink.

It is necessary first of all, however, in the introduction of a new beverage for the American palate to learn to like its new flavor and thus create a demand for it before cultivation on a large scale can be attempted. The cultivation of the tree itself may help in the popularization of the drink.

## CANDY PRICES NOT RULED BY ECONOMICS

**There Is More Influencing The Price of Sweets Than The Law of Supply and Demand As Every Young Man Knows**

There is a stir in candy circles. A couple of large dealers have cut prices and are saying things, and the whole trade is thrown into a state of uncertainty. No one knows what will happen, but there is a suspicion that all the other candy merchants will have to follow suit. So it has been with pigs and pig iron. Why not with candy?

Perhaps it will be so. But we are by no means certain. There are other things to consider. Candy is one com-

## DULUTH HEALTH DIRECTOR WILL BE MOST POPULAR MAN IN U. S. WHEN CHILDREN READ THIS

If American children needed a new reason for eating ice cream it is furnished by Dr. E. W. Fahey, director of Duluth public health.

"It is brain food," the health director declared. "Feed the children ice cream and give them a pint of milk each day. You will see that it improves their entire mental machinery."

"Out in Los Angeles they made a survey and found that the ice cream and milk-fed children reached the eighth grade at least two years before those who did not partake of these nourishing foods."

modity in which the buyer has not always a free choice.

Fancy a fellow taking a pound box to his best girl and boasting that he had bought it for 59 cents! It just isn't done. His fidelity would be suspected and all sorts of complications might arise. He dare give nothing but the best and takes pride in the costly. Price is the measure of the compliment.

The lower priced stuff may do for one's sweetheart—when she buys it herself. Also, one may buy it for the children and—if married long enough—possibly even for one's wife. But the high cost of candy will remain forever an unsolved problem for the young man with intentions who has been kept in a state of wholesome uncertainty.

## NEW BEVERAGE SOUNDS POWERFUL

**Mate, Caffeine and Alcohol Combined To Produce Kick But Prohibition Authorities May Be Narrow-Minded About Last Ingredient**

If exhilaration is wanted without the bad after effects sometimes felt in pre-prohibition times, the same can be secured from imbibing a new beverage which has been submitted for analysis by Prof. L. B. Allyn, Westfield, Mass. The beverage has an odor which is unpleasant, but that should not matter when the exhilaration is what is desired.

The beverage is made up of maté, better known as Peruvian tea, which in itself is a strong stimulant. In addition to this, there is a generous dash of caffeine, which also serves as a stimulant, and the concoction contains 5 per cent of alcohol. Prof. Allyn has not sampled the drink, but when more energy is needed, the ingredients of this beverage should furnish a sufficient amount. The beverage is in undiluted form and one part is added to six of water.

## FLORIDA CITRUS GROWERS UNITE

R. de Vecchi, secretary of the Di Giorgio Fruit Company, has announced that a deal was closed in Tampa by which the Florida Citrus Exchange of Tampa and the Standard Growers Exchange of Orlando entered into agreement whereby they will market their citrus fruits through the same selling organization, the Florida Citrus Exchange.

The executive committee of the Florida Citrus Exchange, consisting of D. C. Gillet, Dr. J. H. Ross and C. E. Stewart Jr., together with W. G. Miller of the Exchange Standard Company, were in New York in conference with Joseph Di Giorgio, president of the Standard Growers Exchange, W. A. Blackman, Leonard Gentile, Lawrence Gentile, vice-president, and Walter Farley, all of the Standard. Details worked out at that conference only remained to be ratified by the boards of directors of the respective companies.

# Ice Cream Department



Conducted by ALFRED C. FRASER

## Pharmacists Form Ice Cream Company

*Minneapolis Retail Druggists Expect to Realize Big Economy Through Establishment of Northwest Co-operative Ice Cream Company*

**R**ETAIL druggists of a Northwest city of 400,000 population, Minneapolis, Minn., are going to make their own ice cream as the climax of their efforts to escape the high prices of the frozen confection charged by the manufacturer.

Instead of forsaking the pestle and mortar for the hand-power freezer in the seclusion of their backroom, or basement, however, the Minneapolis druggists are going into the ice cream manufacturing business on an elaborate scale, not individually but collectively. Completed plans for the Northwest Co-operative Ice Cream Company, a \$100,000 corporation, are announced and operation of a large, modern factory will be started this Summer.

A site for a factory to cost \$75,000, including equipment, has been selected and preliminary work on the new co-operative plant will begin within a few weeks, the druggists have announced.

### Expect 25 Per Cent Saving

The plan for the elimination of the wholesale dealers' profits will save the druggists twenty-five per cent, according to George A. Ball, proprietor of the Ball Pharmacy Company, 1942 Hennepin Avenue, who originated it. The organization includes retail druggists who use 2,000 or more gallons of ice cream annually. The druggist becomes a member of the co-operative company by purchasing \$300 worth of capital stock.

After the operating expenses are deducted from the gross earnings of the business, the profits are rebated proportionately to the member druggists on the basis of their purchases. Provision also is made for the payment of interest on the investment.

Minneapolis ice cream manufacturers now are charging the druggist \$1.15 a gallon. Six years ago the price was sixty cents. The 33-1-3 per cent margin applied by the druggist is necessary because of prevailing high prices which have increased the general overhead expenses enormously, according to Mr. Ball.

"It is obvious that we are paying the manufacturer too much," explained Mr. Ball. "Making it ourselves is the only way we can beat the game. Unquestionably, our retail prices will come down when we are thus able to reduce the cost of ice cream one-fourth."

"The success of our new venture is assured. We have proved the value of the plan in our Northwestern Co-operative Drug Company. The membership of the ice cream manufacturing enterprise will come from among the 400 members of the drug company."

"We found that we could not compete successfully with

the department store drug departments which were able to under-buy us because they were able to buy in larger quantities. Through our co-operative drug company, we saved \$125,000 last year. We charged seven per cent to operating expenses, rebated eight per cent, paid eight per cent on the stock and paid three per cent more to each druggist on his purchases for the year."

"The reduction of five per cent on patent medicine prices given us by the wholesale dealers shows how that enterprise worked. Our ice cream factory will give the ice cream manufacturer something to think about."

### Chain Stores Excluded

The Minneapolis retail druggists will produce their ice cream under the supervision of an expert versed in the latest approved methods of production. The plant will have a capacity of 250,000 gallons a year. The product will be sold only to members of the co-operative company.

Leading retail drug firms throughout the city are members of the new corporation. Chain drug stores and department stores are excluded. The druggists' ice cream will not be sold to any person, or concern, which might be able to buy in sufficient quantities to distribute it to any trade outside the druggists organization.

The venture of the Minneapolis druggists is attracting wide-spread attention in the drug trade and among the wholesale ice cream producers and distributors especially. Retail druggists across the river in St. Paul are studying the plan with a view to considering seriously the formation of a similar co-operative organization in their city.

### PENNSYLVANIA CREAM UP TO STANDARD

Samples of ice cream sold throughout Pennsylvania are showing up well as regards compliance with the State laws, according to chemists reports reaching the office of James Foust, director of the State Bureau of Foods. Hundreds of samples have been taken for analysis from drug stores and soda water establishments and practically all have been up to or well above the minimum requirements.

James: I've always had great luck in love affairs.

Lucille: Why, what do you mean? Aren't you unmarried?

James: Yes, that's just where the luck comes in.

—Exchange.

## DEALERS TO FIGHT MANUFACTURERS

**Plan to Manufacture Own Ice Cream in Co-operative Plant and Continue Struggle to Force Bulk Sale by Weight Instead of Measure**

**P**RELIMINARY plans have been made for the organization of a co-operative company in Elizabeth, N. J., to manufacture ice cream, it was learned from members of the Retail Ice Cream Dealers' Association of Elizabeth at the close of its regular meeting. The proposed concern is to be known as the Grand Union Ice Cream Company, and it is expected that the plant will be in operation by the first of the year. Papers of incorporation are being prepared and will soon be filed, it was said.

This project is the culmination of the struggle which has been waged for the past several months by the association to force the manufacturers of ice cream to sell their product by weight rather than by measure, in order to eliminate the losses which the retailers claim they are suffering through shrinkage. Accomplishing little in this direction thus far, they have decided that the most effective way of combating this is by making their own ice cream, they assert.

A desirable site has been chosen for the factory, and the building now standing upon it can readily be converted to their uses, the men interested assert. Officers have been selected for the company also. But neither the location of the proposed factory nor the names of the officials of the new company will be divulged by those interested.

Several subscriptions for the purchase of stock have already been received, and more are coming in from day to day, it is said. According to Chris Lohman, a retail dealer of 701 Elizabeth avenue, who seems to be the chief figure in engineering this project, there is at present \$1,400 on hand. Within a short time he hopes to have sufficient funds to effect a complete organization, so that the company may be turning out ice cream by January 1, 1922, he said.

In the meantime, the association is not lessening its zeal in trying to bring about a weight rather than a measure standard for the selling of loose ice cream.

The association hopes that the State convention will send a resolution to the Legislature asking that a law be passed whereby ice cream shall be sold by weight in the same manner as most other commodities are sold. Definite announcement concerning the next meeting concerning the next meeting will be made later.

## REPORT EXONERATES ICE CREAM DEALERS

**Wisconsin State Investigator Finds Many Selling Cones and Bulk Cream at a Loss and None Making an Unreasonable Profit**

An investigation of the ice cream industry in Wisconsin is the opening broadside of the newly created Wisconsin department of markets which under the new law became effective July 15.

The trade commission is now inquiring into prices charged by Madison retailers. Other state cities will be visited in rapid order, Milwaukee being one of the first.

It is charged that "Wisconsin druggists and other ice cream retailers are charging war prices for ice cream and sodas, though a marked reduction in the price has been made by wholesalers."

Milwaukee dispensers are unanimous in stating that their prices are fair. Labor was still near a war figure they said.

"We sell vanilla cream at \$1.10 a gallon allowing a special price of \$1 a gallon in cases where customers buy in large quantities. The war price was \$1.40 a gallon and the

lowest pre-war price was 90 cents a gallon. Our brick sells at \$1.30 a gallon," said a wholesaler.

A. F. Webber, 119 Wisconsin St., said he sells his best ice cream at \$1.30 a gallon with the brick retailing at 60 cents a quart. Sodas range from 20 to 25 cents with cones selling at 6 cents.

"The 10 cent ice cream soda has not arrived in Milwaukee because dealers can't sell at that figure," said the manager of the Kraft drug store on Wisconsin St. "A soda dispenser today commands \$30 a week." The Kraft store pays \$1.30 a gallon for ice cream and retails brick ice cream at 50 cents a quart. Prices on 20 and 25 cent drinks have been cut 5 cents.

The new marketing bill gives the commission power to secure any evidence it wants, declare any price or practice unfair and order changes. The act affects every line of business and manufacture in the state, will be tested in the courts, being declared the most drastic law of its kind in America, according to George E. Ballhorn, counsel of the Association of Commerce.

Percentage of profit in quart and pint pail sales of ice cream in Madison, Wis., retail stores varies from 2.2 per cent to 37.9 per cent on sales, according to an investigation of twenty-five stores in and near the city, just completed by C. M. Chapman, accountant and special investigator of the State Department of Markets, at Madison, the state capital.

Ten out of twenty-one stores in Madison are selling cones at a loss, at prices of five and six cents.

Ice cream shrinks from 19-20 ounces a quart to 26-28 ounces a quart, in dishing it out of a gallon freezer into smaller containers, with the consequence, as shown by various experiments made, that 35 cones represent the average number obtained from a gallon. The actual tests ran between thirty and forty-four to a gallon.

With the cost of ice cream in the cone averaging 3.3 cents, based on \$1.15 per gallon, added to 1.2 cents for the cone, and 1.4 cents for overhead, which varies between 12 per cent and 35 per cent on sales, the total cost of the cone is 5.2 cents. With the war tax added, which is computed at 10 per cent on sales at 6 cents, the cost of the cone is 5.8 cents, leaving two-tenths of a cent profit to the average retailer on a 6 cent cone.

Vilas, Monona and Tenney Park cones averaged 31.1 to the gallon. The overhead was calculated at 19.36 per cent in two of these parks. The total cost of the cone averaged seven and a half cents, tax included. The sale price is ten cents.

Over one-half the overhead in the parks is due to the \$1.725 concession price which the operator of these parks pays to the city. A five cent or six cent cone is impossible in the public parks so long as this concession continues.

The report adds: "In the majority of stores visited, the prevailing price of ordinary sundaes and sodas was 15 cents plus war tax. A few are still charging 20 cents plus war tax for plain sundaes. Without a doubt this price should be reduced."

The report does not go into the cost of manufacturing ice cream, but merely calls attention to the figures of the United States Department of Agriculture, which shows that the relative returns from butter fat made into ice cream and into butter are in the proportion of 88 to 37, indicating that the production of ice creams is a profitable business.

## IT MUST BE THE ARKANSAS CLIMATE

'Tis said that a certain young lady who attended the recent picnic ate fourteen ice cream cones within an hour and said that she could have eaten that many more had she been feeling well. A young man with three Jersey cows and a five gallon freezer might make a big hit with her.—McRae (Ark.) Progress.

### NOVEL ICE CREAM HOLD-UP STAGED

**Too Great Fondness for Sweets Leads Albuquerque Boys to Emulate Highwayman Methods of Jesse James School**

Banditry has been rife in many portions of the country but it has remained for the far South-West to furnish a gang of boys with all the dash and ingenuity of the highest-grade heroes of the Dare-devil Series. Albuquerque, N. M., was the scene of their brief but flashy career.

One evening the Highland Pharmacy, East Garfield Avenue, received a phone order for ice cream, candy and assorted refreshments which made the owner happy with the anticipation of profits to come. The order was put up at once and two messenger boys started with the packages for the address, which was only a short distance from the store.

They never reached it, however, for just around the corner were waiting four embryo highwaymen who held them up, beat them and eventually got away with the spoils of the occasion. Unfortunately for the young robbers their triumph was short-lived and they were in the power of the dreaded police before they had even had opportunity to invest their profits to good advantage,—in other words, consume them.

### ICE CREAM MERGER ANNOUNCED

**Scott-Powell Ice Cream Company of Philadelphia Purchased by Colonial Company of Same City and Plant Will Be Used as Distributing Station**

Joseph C. Trauer, president of the Colonial Ice Cream Company, Philadelphia, announces that his company has purchased the Scott-Powell Ice Cream Company, Forty-eighth Street and Westminster Avenue.

This plant has been converted into a service station which will be used exclusively for the delivery of Colonial ice cream to dealers in West Philadelphia, the Main Line, Chester, West Chester, Wilmington, Manayunk, Conshohocken and Norristown.

The actual manufacturing of Colonial will be done, as always, exclusively in the original plant at Fourth and Poplar Streets.

The Colonial Ice Cream Company has also opened up service branches at Trenton and Monmouth Beach, the latter for the delivery service along the North Jersey coast.

### DEALERS SUE ICE CREAM COMPANY

Sam and Laura George, proprietors of the New York Candy Kitchen, 1500 Chouteau Avenue, St. Louis, Mo., filed suit in the circuit court, July 26, to recover from the Jersey Dairy Company Farm, 1007 Russell Avenue, \$1,106 of which they alleged the latter company overcharged them on their bill for ice cream between April 1, 1920, and July 1, 1921. The petition charges that comparison of the amount charged and the slips left by drivers who delivered the ice cream shows a discrepancy of 790 gallons.

### ICE AND MILK ARE FOUNTAIN STAND-BYS

**Users Do Not Always Think of Processes by Which These Two Essentials Are Provided In Proper Condition for Use**

A soda fountain could not run very long without ice and plenty of it, for refrigeration of some kind must be provided in order to freeze the ice cream and keep the carbonated water thoroughly chilled. Even the iceless variety is not entirely independent of the congealed moisture.

Much of the ice used at the fountain is harvested in the good old-fashioned way, but science has come to the aid of the ice man and artificial ice is available in many places.

In the particular artificial ice plant shown, the tanks

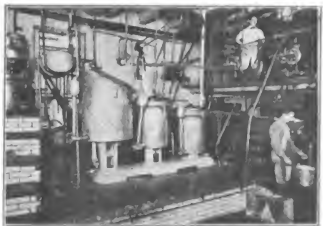


*Modern Plant Makes Artificial Ice With Little Expenditure of Labor*

are filled with water from Owasco Lake which goes through a modern and efficient filtration plant.

Compressed air is employed to save labor and expense, and this form of energy is harnessed up in such a way that it runs an overhead trolley, lowering the cake tanks into the brine bed which is beneath the floor. By the time that one section is filled, and the workers get around, another section of containers is frozen and can be removed. The ice made in this manner is clear and solid, and is not subjected to the danger of being snow ice. As every soda fountain man knows, snow ice does not last at all well and is not profitable to buy or to use.

The milk and cream used about the fountain must be pure and sweet to give satisfaction. Pasteurized milk is always safer.



*Pasteurizing Essential for Pure Milk Supply*

The three large tanks in the illustration, are provided for heating the milk gradually to certain temperatures, and holding it there for the required length of time. The largest tank provides for a temperature of about 145 degrees and the smallest tank for a temperature of 45 degrees, the one in the middle being intermediate in temperature also.

The pasteurized milk is then cooled rapidly and put in clean, sterilized bottles. When one views a small portion of the pasteurizing room, one realizes the care and equipment necessary to do this work.

The soda fountain proprietor can well feature pure ice cold milk, for this is a perfect food, and when milk is pasteurized it can be taken by old and young with safety.

### NEWARK ADOPTS ICE CREAM STANDARD

Ice cream at last has been properly defined in Newark. For many years the question has been asked "What is ice cream?" There was no definite standard for it, and therefore no answer to this question could be given. At the meeting of ice cream manufacturers held with Health Officer Craster in the Department of Health building, the manufacturers got together and decided upon this definition:

"Ice cream is a frozen product made from pasteurized cream and sugar, or pasteurized milk and sugar, and shall contain not less than 8 per cent of butter fat. It shall not contain any preservative, neutralizing agent, saccharin, renovated or processed butter fats or oils foreign to milk or to other ingredients allowed.

"It may contain wholesome eggs, harmless coloring matter, flavoring, sound, clean, mature fruits and nuts, pastries and approved thickening, not to exceed five-tenths per cent of the whole. All milk or milk products used in the production of ice cream shall conform to the standards set by the city milk ordinance."

### CUTS PRICES, CORNERS TRADE

By cutting all fountain products to pre-war prices, John R. Summers, proprietor of the Crescent Drug Company cornered the hot weather drug store business in Sulphur, Okla., and so increased his volume of sales on sundries that during the first six months of 1921 he did a bigger gross business and made a larger net profit than in the same period of 1920.

Summers says his slash in prices at the fountain was the biggest trade puller he ever developed. In addition to doing a capacity business at his fountain, he traces hundreds of sales of toilet articles, candy, cigars, fishing tackle, swimming suits, magazines and newspapers to the lure of the cheap drink.

Here is Summers' price list:

Coca Cola .....	5c	Banana Split .....	20c
Plain Soda .....	5c	Egg Malted Milk .....	20c
Ice Cream Cone ....	5c	Malted Milk .....	15c
Root Beer .....	5c	Milk Chocolate ....	10c
Limeade .....	6c	Lemonade .....	10c
Grape Juice .....	6c	Milk Shake .....	10c
Plain Cream .....	10c	Ice Cream Soda ....	10c

Out of these prices Summers pays the war tax.

### SOUTHERN ICE CREAM CONVENTION COMING

Plans for a mammoth exhibition of ice cream manufacturing supplies and machinery in connection with the joint convention of five Southern associations of ice cream manufacturers has been announced by Robert Everett, secretary of the Association of Ice Cream Supply Men. W. M. Sidebottom of Nashville, president of the Southern Association of Ice Cream Manufacturers, expects twenty Southern states to be represented at the exhibition-convention, which will be held in Atlanta, Nov. 28 to Dec. 2. It will be the first ice cream exhibition ever held in the South.

"Boy, take these flowers up to Miss Dolly Foote's room 12."

"Geel! You're the fourth guy wot's sent her flowers today."

"Ehl! What's that? Who sent the others?"

"Oh, they didn't send up any names. They just said: 'She'll know who they come from.'"

"Well, here, take my card and tell her these are from the same one that sent her the other three boxes."

—Boston Transcript.

### THESE SPECIALLY MADE SUNDAE TOPPINGS WILL HELP TO MAKE REPUTATION OF ANY FOUNTAIN

By Will Hauses

Almost any cake filling or icing which does not harden when kept in a fairly warm place, say 85 degrees, may be used for a sundae topping but there is a wide variation in the excellence of the different ones used. The two following formulae are especially good and experience has shown that they are both cheaper and more popular with the patrons than the boughten toppings.

#### Vanilla Honey Bunch Topping

Place one pint of glucose or heavy white corn syrup in a double boiler and allow to boil for three minutes. Whip the whites of three eggs and then whip in the syrup slowly. Add one-half ounce vanilla extract and six drops of old rose coloring. Then whip the whole for several minutes. Large portions may be served as it is inexpensive.

Any color and any flavor can be substituted for the old rose and vanilla in the above formula. Mapeline flavor and caramel color combine to make one of the most delicious toppings possible.

#### Custard Topping

Cream two ounces of butter with a pound of sugar and add three eggs. Whip well and add slowly, with stirring, a pint of milk which has been heated just to the boiling point. If the mixture is too thick add more milk.

Chocolate, cocoanut, lemon, orange, molasses, pineapple or almost any other flavoring material may be used with the above combination, which will be found better and cheaper than most toppings.

A small cake decorating outfit may be used to top special dishes. Some experience is required before this can be used rapidly but the results justify the effort and the prices which can be charged for these dishes.

### Axioms for Unrest

Under any economic or industrial system, men and women must inevitably continue to work for wages.

Some workers must always be paid more wages than other workers, either owing to special ability or the class of work performed.

No worker can continuously be paid wages that he does not earn.

The cost of living is governed by the cost of production, both in regard to primary products and secondary manufactures.

The community cannot expect cheap bread, meat and other foods at the expense of the farmer and grazier.

Shorter hours of work must increase the cost of all articles, including food and clothing.

Men and women in a free country cannot be prevented from saving money and acquiring property.

The community or nation that develops most brain power and inventive genius will be the most prosperous, and brains must inevitably command more reward than mere manual labor.—Exchange.



## PUBLIC THINKS TAX IS ALREADY OFF

**Ansonia Dealers Complain that Customers Believe Extra Payment is no Longer Required and Retailers are now Pocketing Collections**

The announcement that the tax on ice cream sodas and some other things had been eliminated in the Fordney revenue bill now before congress, is making lots of trouble for retailers in Ansonia, Conn. Many people refused at once to pay the tax on ice cream sodas and since then the number who object to the impost of a cent or more, has been growing. Some of the dealers say that if the kicks continue, they will have to enter a sanatorium.

Explanations, the dealers say, are difficult and in some cases useless. Patrons declare they "read in the paper" that the tax on ice cream sodas and such things had been eliminated in the new revenue bill and they take it for granted that the imposts are already off. Proprietors of confectionery and other stores where ice cream and soft drinks are sold, have to explain again and again that the new revenue bill has not yet been passed and it might be months before it goes into effect. Many patrons insist they know as much about it as the dealers and some declare the latter are trying to put something over.

Men who kick over the extra charge of a cent or two, usually hand it over when they are told the elimination of the ice cream tax is being merely contemplated and may not come to pass. Women, however, grow impatient and get angry when they are shown they know less about the matter than the person serving the drink. Some of them say plainly that the dealers have become so used in getting another cent out of customers that they hate to give up the practice. They wonder whether the government really gets the cent and say other things which are not pleasant for the storekeeper to hear.

## OAKLAND REQUIRES SOFT DRINK LICENSES

**New Ordinance Compels Immediate Registration and Payment of Quarterly Fee Ranging from \$2.00 to \$7.50, According to Size of the Establishment**

Proprietors of soft drink parlors, restaurants, cafeterias, ice cream parlors and other places in Oakland, Calif., where soft drinks are sold and consumed on the premises must secure permits from the city council and pay a license fee to operate.

The council passed an ordinance requiring such permits and clauses are included providing for amount of license that shall be paid.

The ordinance will enable the city officials to keep a careful check on all places selling soft drinks and will give the city a chance to put places out of business in case of conviction for violation of the prohibition laws. In case of such violation the permit will be revoked and the proprietor will not be permitted to reopen for business, the ordinance states.

The license graduates as follows: For places where but one person is employed, \$3 a quarter; where two or less than five are employed the fee will be \$5; where five or more the fee is \$7.50; where the number of employees is less than ten the fee will be \$10; and where the number is ten or more the fee is to be \$15 per quarter.

In small stores in the residence sections where soda pop and other soft drinks are sold but not drunk on the premises there will be no fee.

The Boss: Mr. Lapp, you're late this morning!  
Mr. Lapp: Yes, sir; we've got a new baby at our house.

The Boss: Um—er—well, don't let it occur again.

## SECLUDED CORNER IS MADE VALUABLE

**Fountains Pressed For Floor Space For Tables May Get Hint From Methods Used By Nolan Restaurant of Auburn, N. Y.**

The Nolan restaurant of Auburn, N. Y., found itself in need of all the floor space which it could commandeer. A long, narrow entrance room of enterprising proportions offered the only expansion possible.

Under ordinary treatment, this would have been inhospitable and unpopular, but quite the opposite result was obtained by clever treatment. The indirect lighting method was used, so that this rather secluded corner might be flooded with light as nearly approximating sunlight as practical.



*Before Decorating, This Was An Unsightly Entrance Room*

The ceiling was done in a soft, creamy shade and the side walls decorated in a tapestry effect with carved paneling and border for the lower half. This gave a background of richness and beauty.

A decorated screen in the corner affords the only furnishing aside from the substantial tables and chairs. Snowy napery, shining silver, freshly cut table bouquets, prompt service, and good food, have all contributed to make this cosy corner a favored spot.

It is often necessary to expand the size of one's serving room in some manner which will permit of the using of an unlikely space. The careful treatment of such a space will often make for the happiest of results, and permit the serving of more people without crowding or confusion. Many people enjoy an out-of-the-way and secluded spot which frees them from what to them, is objectionable publicity.

Some people have the ability to turn obstacles into wings and handicaps into opportunities. Look out for the unprepared corners in your business, for they may prove to be real money-makers!

A small, hen-pecked, worried-looking man was about to undergo a medical examination for life insurance.

"You don't dissipate, do you?" asked the physician, as he made ready for tests. "Not a fast liver, or anything of that sort?"

The little man hesitated a moment, looked a bit frightened, then replied, in a small piping voice:

"I sometimes chew a little gum."—London Answers.

There were 1,562 business failures during August, according to a report issued by R. G. Dun & Co. This compares with 1,444 in July, a gain of 8.2 per cent for last month. August indebtedness amounted to \$42,904,409, compared with \$42,774,153 in July.

## Trade Notes and Personals

### East

—The confectionery shop of Lambros and Conos, Fall River, Mass., was broken into by robbers on the night of July 20 and \$45 taken from the cash register.

—The Worcester Candy Company suffered a slight loss when a candy kettle in their shop at 25 Mendon Street caught fire. The flames were quickly under control but not before a partition was burned out.

—E. A. Tinkham, Madison, Maine, has installed a handsome fountain in the store recently fitted up for him in the Greene Block. Mahogany wainscotted walls with buff ceiling and panceling and mahogany tables for his patrons make the new store most attractive.

—Tait Brothers Ice Cream Company recently opened their new plant in Worcester, Mass., to the inspection of the Boys Department of the local Y.M.C.A.

—The Green Parrot Gift Shop and Tea Room, Naples, Me., is being run this season as an ice cream parlor and soda shop by E. H. Davis.

—The Binghamton Ice Cream Company, Binghamton, N. Y., is meeting with exceptional success in popularizing their new Purity Roll ice cream. It is put up in three flavors, in cylindrical containers so strongly made and well parafined that the cream will keep a full hour without icing.

—The Park Building, Main Street, Brattleboro, Vt., the ground floor of which is occupied by the Lachis Candy Store and the Park Drug Store, has been sold by the Clapp estate to Mr. and Mrs. Arthur L. Billings.

—The New Britain Candy Kitchen, New Britain, Conn., suffered a loss of \$1,000 from a fire which occurred the night after the Fourth and which was attributed to fireworks. The fire was well confined and damage resulted mainly from smoke and water, the owners congratulating the fire department on the skill with which the damage was minimized.

—James Wolff has opened an ice cream parlor in the W. L. Miller store, Fifth and Ringgold streets, South Waynesboro, Pa.

—Mrs. C. A. Peake has opened an ice cream parlor in Elmore, Vt.

—The Milbrook Dairy Company has awarded the contract for the construction of its new ice cream plant at William and Broad streets, Middletown, Conn., to Dennis O'Brien and Sons, contractors, of Hartford. The building is to be two stories in height and of reinforced concrete and will cost \$38,500. Plans were drawn by Buck and Sheldon of Hartford. The work of removing the building now on the site will be started at once.

—Amos J. Cowan, druggist at Salem Depot, N. H., has installed one of the latest type soda fountains in his drug store and plans to improve and extend the scope and variety of his fountain service.

—The International Ice Cream Company of Schenectady has donated twenty large umbrellas, of the type used on trucks, to the Schenectady infant welfare department for the use of the children in localities where shade trees are lacking.

—Harry B. Call, ice cream manufacturer, of Lawrence, Mass., has purchased the building at 665 Essex street in that city and will convert it into an ice cream plant.

—The Cinderella Candy Shop and Tea Room, 73 North Spring street, Concord, N. H., was opened July 21. The specialties will be light lunches, salads, ices and sundaes.

—The Walnut Hill Park, Hartford, Conn., store of Joseph Feingold was broken into and robbed. This

was the last of several entries but the burglars failed to get anything but a few dollars in pennies.

—Abdella Brothers, ice cream manufacturers, Gloversville, N. Y., formally opened their new plant, Aug. 23.

—The plant of the Fries Ice Cream Company, Reading, Pa., was thrown open to the inspection of the local Kiwanis Club, the members of which were treated to a luncheon by the company before the trip of inspection.

—The M. and G. Ice and Ice Cream Company will soon undertake the construction, at Allentown, Pa., of a modern ice cream plant with a capacity of 8,000 gallons each ten hour shift. Working two shifts, as is planned the daily production will be 16,000 gallons.

—Amos H. Armington, for forty-three years engaged in business at Danielson, Conn., has retired from active interest in the concern which bears his name, the control being taken over by his son, Capt. Frederick O. Armington. Mr. Armington founded his business as a soda and confectionery store and developed it into a general retail and wholesale company.

—The Coon Ice Cream Company, Manchester, N. H., suffered some damage from a slight fire recently.

—The Jersey Ice Cream Company, Lawrence, Mass., recently lost \$500 worth of ammonia when the gasket of the compressor gave way.

—R. I. Ratner, president of the Nonik Glassware Corporation, 21st Street and 5th Avenue, New York, has sailed for abroad with the view of disposing of patent rights in foreign countries.

—John Boyer, for some time manager of the Ogdensburg, N. Y., branch of the Northern Ice Cream Company, has severed his connection with the company and is engaged in the manufacture of ice cream on his own account.

### Middle West

—Iowa delegates to the Ice Cream Manufacturers Convention, Oct. 2, at Minneapolis, will be entertained en route in Sioux City.

—The safe of the Russeto Ice Cream Company, 736-38 Milwaukee Avenue, Chicago, was blown open, August 7, and \$3,000 stolen.

—The Central Ice Cream Cone Company, 640 Milwaukee Avenue, Chicago, Ill., was recently damaged to the extent of \$50,000 by a fire of mysterious origin.

—The engagement of Namen Corey, candy and ice cream manufacturer, of Bryan, O., to Miss Naomi Schervish, of Zanesville, O., has been announced.

—The Detroit Retail Confectioners' Association has been recently organized with a membership of 500. J. H. Jacklin, 5852 Tireman Avenue, was the moving spirit in the organization and 2,000 members are hoped for.

—The Waukesha Ice Cream Company has been allotted the contract for supplying ice cream to the concessions at the Wisconsin State Fair.

—The Duluth Ice Cream Cone Company sustained \$3,000 damage to the plant at 710 E. 2d Street, Duluth, from a fire of unknown origin.

—Komo Food Products Company, 7249 Frankstown Avenue, Pittsburgh, has taken up the manufacture of ice cream and plans to have the product on the market within a short time. Equipment is now being installed.

### South

—Wallace Hall, 64 John Street, West Covington, Ky., an ice cream vendor, was held up at the point of a gun and robbed of his collections.

—J. H. Mason is soon to open one of the most distinctive candy stores in the South, in Tampa, Fla. The Alcazar theatre building, 606 Franklin Street, is being remodelled for the shop. The new store will specialize on Martha Washington candies, cigars, light lunches and fountain drinks.

## Obituaries

**Gustav A. Wamsanz**, president of the Union Candy Co., St. Louis, Missouri, died at Mount Clemens, Mich., aged 58 years. He is survived by his brother, Emile J., president of the Economy Candy Co., and by two sisters.

**Edgar Keene Black**, part owner of the Thomas and Black Co., 81 East Long Street, Canton, O., died there at the age of fifty, after a long illness. He had been a resident of Canton for 18 years a greater part of which time he was associated with Warren B. Thomas in the operation of the East Long Street Company, as a dealer in soda fountains and supplies. He is survived by his wife and three sons.

**Alfred E. Campbell**, former head of the Birmingham Bottling Company, bottlers of several popular soft drinks, died at his home in Birmingham. A successor to Mr. Campbell was named when he became ill last November.

**William Nugent**, 70, for nearly 40 years and until his retirement a few years ago, proprietor of the largest news, novelty, confectionery and stationery store at Pittsfield, Mass., died at his home in that city, following a long period of failing health. He established his business in 1879.

**John Gasdorf**, Altoona, Pa., one of the city's first ice cream makers, a retail confectioner and honorary president of the State Firemen's Association, died at his home, 2503 West Chestnut Avenue, Aug. 27, of a complication of diseases. He had been in poor health for several years.

### CANDY MAN MAKES UNUSUAL SALE

George L. Loft, son of the candy magnate and former Congressman, created a sensation on the Stock Exchange not long ago, when he sold a suit of clothes off his back for \$30 and made spot delivery. The young broker breezed on to the floor of the exchange early in the session, wearing a brand new Palm Beach suit. It was so conspicuous some of his colleagues roughed him a bit and in the fracas the coat was torn slightly. Thereupon Loft yelled out for a bid for the outfit, just as if he were selling 100 shares of Loft, Inc. A broker in the crowd snapped back a bid of \$30 and demanded instantaneous delivery. Loft was game. He peeled off his coat and then shed his trousers and departed for the Luncheon Club attired in his B. V. D's. He was able to resume business later through the discovery of an old suit of clothes in a locker.

### WAR VETERAN REFUSED LICENSE

**Otto Schritter of Leominster Has Petition to Sell Soda and Ice Cream on Sunday Turned Down by City Council**

Notwithstanding the fact that Otto Schritter of Leominster is a veteran of the World War and has spent \$1,500 in furnishing and decorating his ice cream parlor on Central Street, the City Council refused his application for a Sunday license. The excuse given was that the petitioner also conducts a grocery store and the remarkably inadequate explanation was advanced that if his petition was granted the council would receive many others.

Councillor Ashton asked for a review of the adverse decision but it was refused on the foregoing grounds.

## FOUNTAIN BUILT FOR AUTOMOBILE TRADE

**Green Lantern, Lincoln Nebr., Constructed Solely With View to Most Rapid and Efficient Service of Motor Patrons**

The Green Lantern curb soda fountain was built with the idea of attracting and specializing on automobile trade. As the accompanying picture shows, it is admirably designed for the purpose. Quite different in exterior appearance and interior arrangement from ordinary fountains it is ideal for serving rapidly and efficiently its automobile patrons who sit in their cars and wait for the drinks to be hurried to them.



*This Fountain Looks Like a Garage—Does Fine Automobile Business*

The story of the Green Lantern was told in the August issue of THE SODA FOUNTAIN. The picture, however, did not arrive in time but we felt that this novel fountain was of sufficient interest to our readers to justify its publication by itself.

### OBJECT TO AMERICAN VALUATION PLAN

**Importers of Bentwood Furniture Claim That New Tariff Plan Will Place Unreasonable and Unnecessary Duty on Their Product and Prevent Importation**

Jacob and Josef Kohn, Inc., who are the American sellers of the Czechoslovak bentwood furniture have issued a statement expressing their reasons for opposing the American valuation plan in the new tariff bill. Applied to the imports of this furniture, they claim that the plan would increase the present duty of 15% on the foreign market price to 25% of the American market price, an amount which would be equivalent to 100% of the foreign valuation.

This duty alone, they say, would double their foreign cost and effectually prevent any further imports since the price differential would be so great as to give the American manufacturers of this type of furniture a complete monopoly.

They also call attention to the essentially weak feature of the American valuation plan, the impossibility in many instances of assigning a fair valuation on which to base duties. This, they say, is especially true of their furniture since only 25 or 30 of the thousand imported designs are made here. They fear that this would result in the imposition of a duty based on their selling prices.

In conclusion they appeal for the retention of the duty of 15% which was imposed by the Underwood Tariff of 1913 and which is in force until the passage of the permanent tariff bill.

First Poet: They had quite a fire yesterday in the Gazette's editorial rooms.

Second Poet: Good heavens! My late poems probably have been destroyed.

First Poet: No, the waste baskets were all saved.

—Houston Post.

# BUSINESS RECORD NEWS

## Latest Information Covering Incorporations, Changes and Business Transactions in the Soda Fountain and Allied Industries

### ALABAMA

Ensey—The Martha Washington Confectionery Company, 627 Nineteenth Street has been purchased by L. F. Welch.

### ARKANSAS

Russellville—Fred and Ben Bradley and Dave Hughey have leased the soda fountain of the Brooks drug store and will operate an ice cream parlor, luncheonette and news stand.

### CALIFORNIA

Bakersfield—Fire recently destroyed a portion of the retail candy shop operated by W. Clark, with loss estimated at about \$1,500.  
Oakland—The Tolkenin Drug Co., of which Mr. Sidney Tolkenin is the owner, has installed a ten-foot marble fountain.

### CONNECTICUT

Bridgeport—Steffano Brothers, proprietors of the Atlantic Candy Kitchen at 216 Fairfield Avenue, have leased from S. Z. Poli the store site at 1288 M Street for a term of years, at a total rental of \$25,000. The new tenants propose to expend \$15,000 for alterations and the installation of modern equipment, including a complete soda fountain and ice cream department.

Hartford—The Abell Candy Co., has filed notice of increase in capital from \$25,000 to \$100,000.

New Britain—The New Britain Candy Kitchen has been closed on behalf of seven creditors.

Stamford—Fire recently damaged the property occupied by the Pickwick Candy Shop, Main Street, together with adjoining buildings, with loss estimated about \$20,000.  
Stonington—Paul Schepco is making extensive changes in his ice cream parlor on Water Street.

### DELAWARE

Dover—Phoenix Soda Water Co., capital \$100,000, has been incorporated by A. Gallon, Spring City, Pa., Michael S. Luczak and H. C. Wabix, Phoenixville.

Wilmington—The Purity Candy Co., has been incorporated with a capital of \$50,000, to manufacture and deal in confectionery. Incorporators: Wilber A. McCoy, Pittsburgh, Pa.; W. L. Lolland and Frank Jackson, Dover, Del.

### FLORIDA

Dade City—The Florida Cane Syrup Co., is planning for the installation of machinery, including grinding mills, cooking vats, etc. for the manufacture of syrups, estimated to cost about \$60,000. The company has under development a tract comprising about 250 acres for the production of cane sugar to be used in connection with the manufacture of its products.

### GEORGIA

Dalton—The Coca-Cola Bottling Works, has been organized with a capital of \$14,000, to operate a bottling plant for the production of beverages. The company is headed by J. C. Henderson and R. E. Ferrell.

Warrenton—M. S. Mathews has sold his soda parlor to J. F. Rickerton. His stock consisted of a soda fountain, patent medicines and auto accessories.

### ILLINOIS

Chicago—Sassy Jane Co., has been changed to Mary's Log Cabin Candy Co., address changed from 111 W. Adams Street to 1023 E. Fifty-fifth Street.

Fire recently destroyed the candy manufacturing plant of F. DiGiorgio, located at 91 Blue Island Avenue. An official estimate of the loss has not been made.

Criswell Candy Co., 647 No. Western Avenue, incorporated capital \$10,000. Incorporators: B. A. L. Thompson, Jr., H. A. Criswell, Grover C. Criswell.

Lovely Pastry & Candy Co., 6804 So. Hermitage Ave., has been incorporated. Capital \$15,000. Incorporators Assunta Esposito, Jos. Villiam, Augustine Esposito.

New York Candy Manufacturing Co., 1253 W. Harrison Street, incorporated capital \$10,000. Incorporators L. Dorf, D. Cooper, E. Zoot.

McNamara Candy Co., Inc., 1901 W. Polk Street, Incorporated capital \$10,000. Incorporators Maude Coates, F. Joseph McNamara, Carl C. Coates.

Tow Candy Co., 960 W. Harrison Street incorporated capital \$5,000. Incorporators Samuel Kaufman, Fay G. Tow, Irelva B. Tow.

Stamm's Confectionery Co., 113-15 W. Van Buren Street, Incorporated, capital \$200,000. Incorporators: John Christoff, Geo. Dourins, Gus J. Skamldes.

### INDIANA

Columbus—W. J. Wass bought an interest in the wholesale confectionery cigars and tobacco business of J. G. Ayres & Co.

### IOWA

Brooklyn—Jos. E. Franey opened a confectionery and soft drink business.

Denison—B. Boyesen confectionery has been sold to S. P. Jacobsen.

Davenport—Judith Mueller has bought the Giesacker soft drink business.

Hamburg—Ray Krith bought a confectionery business here.

Humboldt—R. J. Tidman confectionery and soft drinks sold out to F. O. Seader, and F. Marks.

Sumner—John Manos sold his interest in the confectionery business to his partner Peter Manos.

### KENTUCKY

Harlan—The Middleboro Creamery Co., has purchased a site for the erection of a new plant for the manufacture of ice cream

and confections. A refrigerating plant will be constructed in connection with the proposed structure.  
Louisville—Leafs Sweet Shop Co., incorporated, capital \$4,000. Incorporators: H. R. Silkow, A. E. Leaf, Helen Leaf.

### LOUISIANA

New Orleans—Fuerst & Kraemer are about to open a new tea room on Carondelet Street.

### MARYLAND

Baltimore—The Street Beverage Co., 601 North Calvert Street, has been incorporated with a capital of \$100,000, to manufacture and deal in beverages of all kinds. Incorporators: Eugene C. West, W. W. Hogendorf, and Edward J. Shriver.  
The Blue Ribbon Candy Company has taken title to the warehouse property at 749-51-53 West Pratt Street, now occupied by the corporation from Hilda Bergner and Webster Bell, trustees. The property has a frontage of 109.6 feet on Pratt Street. The consideration is stated to have been \$64,000.  
The Iteney Orttan Candy Company, which has a store on North Howard Street, has leased the first floor and basement of 518 North Charles Street, in order to expand its business. The lessor will make extensive alterations and occupy the two floors for manufacturing and selling of candies. The lease runs for six years.

The Voneiff-Dreyer Company recently incorporated under the laws of Maryland has established a plant for the manufacture of candy and ice cream at 1104 Harford Avenue. An electric refrigerating plant has been installed.

Hagerstown—W. L. Hankey has sold his ice cream manufacturing business to B. C. Beard, who will conduct it under the name of Hankey's Ice Cream Company.

H. P. Dowler has opened a confectionery at 30 West Washington Street.

Miss Kathryn Ramsey has opened a confectionery at 440 George Street.

Mias Mary Maleick has opened the "Faire Maide Shop" at the location of the Colonial Dime on East Washington Street.

Portland—Nathan Chuder, merchant and candymaker has filed a voluntary petition in bankruptcy alleging liabilities of \$15,720 and assets of \$13,535.

### MASSACHUSETTS

Adams—John Simons has purchased the building in which his confectionery store is located in Park Street.

Boston—Michael D. Trabulis, confectionery dealer has filed a petition in bankruptcy. Liabilities \$21,611.36; assets \$6,500.

The Boston Confectionery Company has filed a voluntary petition in bankruptcy and Sidney R. Wrightington of 10 State Street has been appointed receiver.

The Commercial Confectionery Co., has been incorporated with a capital of \$50,000, to manufacture and deal in confections of all kinds. Incorporators: E. and D. Di Martino, and William C. Maguire, East Boston.

The Betty Brown Candy Shops, Inc., have just been chartered here to operate a chain of candy stores under the above name with a capital of \$50,000. Frank W. Gardiner of Melrose Highlands, Guy L. Lightfall of Allston and George A. Taylor of East Milton are the incorporators.

Lowell—The Harvard Co., has been incorporated with a capital of \$10,000, to manufacture and deal in soft drinks and beverages of all kinds. Incorporators: B. Scannell, Albert D. Milliken and Elmer L. Bowen.

Springfield—John Nickolaidis and Harry Chontry have dissolved their partnership and the business will in the future be known as John Nickolaidis & Company. The business is that of fruit and confectionery at 48 State Street.

### MICHIGAN

Benton Harbor—The Olympus Candy Kitchen opened at 204 State Street.

Brighton—Sam Genn confectionery sold out to Wirt Bradley.

Detroit—The Cross Candy Co., has filed notice of organization to deal in confectionery and products of all kinds. Walter L. Dunham, Griffith O. Ellis and Jay Lee Cross, Cleveland, head the company.

The Detroit Celery Tonic Co., has filed notice of organization to manufacture and deal in beverages. The company is headed by Irving F. Schleide, 7341 Lawton Avenue.

Muskegon—The A. R. Walker Candy Co., is planning for the erection of a new addition to its candy manufacturing plant. The structure will be equipped with refrigerating machinery and equipment. Stock to the amount of \$150,000 is being issued by the company, in connection with the proposed expansion work.

Two Harbors—Jesse Merrill confectionery sold out to Frank Roel.

### MINNESOTA

Baudette—C. P. Swenson confectionery has been sold to John Hilden.

Fairbault—H. Graves opened a confectionery business here.

Jesse Merrill bought a confectionery and ice cream business here.

Lake City—Harry Ganger has sold his interest in the confectionery business here to his partner E. A. Saunders.

New Ulm—Henry R. Schwartz will open a soft drink and confectionery business here.

St. Paul—Eureka Sweet Shop Incorporated capital \$50,000.

Thief River Falls—C. A. Brink has engaged in the cigar and confectionery business here.  
 Window—Epsy Cook bought a confectionery business here.  
 Winona—J. A. Brenk confectionery has been sold to Jacob Zeches & Son.  
 Wabasha—Walter F. Saunders confectionery has been sold out to J. F. Brass.

**MONTANA**

Bainville—G. E. Reynolds confectionery has been sold to John Iwen and Ed. Amser.

**NEBRASKA**

Axtell—J. R. Shields confectionery has been sold out to Arthur Smith.  
 Fremont—The Goodie Garden, of which Miller F. Wilsou is the owner, has filed a petition in bankruptcy. Liabilities are alleged to be \$27,000 and assets \$11,000. The Garden has one of the largest fountains in town.  
 Verdigris—F. J. Simck bought a confectionery and bakery business here.

**NEW JERSEY**

Bayonne—M. W. Van Deventer, Inc. has been incorporated with a capital of \$50,000, to manufacture creams and other confections. Incorporators: C. E. Gates, G. W. Buchanan and M. W. Van Deventer.  
 Camden—The Cummings Corporation, incorporated with a capital of \$60,000, to manufacture candy and confections. Incorporators: I. C. Clow, J. A. MacPeak and F. R. Hansell.  
 Montclair—Andrasakas Sweets, 509 Bloomfield Avenue, has filed notice of organization to manufacture candy and confectionery products. The company is headed by Thomas Andrasakas, 434 Bloomfield Avenue.  
 Jersey City—Confection Products, with a capital of \$30,000, has been incorporated by Charles W. Lohmeyer, East Orange; Frederick A. Lohmeyer, Jersey City, and Arthur W. Watkins, Glen Ridge.  
 The Confection Products, Inc., incorporated with a capital of \$20,000, to manufacture and deal in confectionery. Incorporators: Arthur W. Watkins, Glen Ridge; Charles W. and Frederick A. Lohmeyer, Jersey City.  
 New Brunswick—The Blue Bird Candy Shop, 273 State Street, has filed notice of organization to operate for the manufacture and sale of ice cream and confectionery. V. Hollis is head.

**NEW YORK**

Brooklyn—West End Confectionery Company, Inc., has been incorporated with a capital stock of \$10,000. The directors are J. Demetrius P. Canaris, Anthony P. Arison, 1462 66th Street, and Steve C. Stephanides, 137 McDonald Street.  
 The Coney Island Soda Water Company has gone out of business.  
 The Ralph Confectionery Works has been incorporated by H. Benson, O. Paschen and S. Wacht, with a capital of \$30,000.  
 Theodore Vagenas, capital \$15,000, incorporated by T. Vagenas, E. Katsaros and A. Weiner, to deal in confectionery and ice cream.  
 Hudson—Sheriff Frederick Carter has sold his ice cream and confectionery business to Harry Carter.  
 New York City—The Confectionary Fountain Co., Ill., has designated F. W. Joseph, 244 W. 23d St., as their new New York representative.  
 Luncheonette Shop issue 160 shares common stock, no par value.  
 Tringle's, Del., confectionery, has designated C. M. Chester, 366 Madison Ave., as New York representative.  
 Omnated Beverage Corporation A petition in bankruptcy has been filed against them. Liabilities are stated as about \$40,000 and assets as about \$30,000.  
 Ritz Chocolate Company has been incorporated with a capital of \$10,000; incorporators B. M. Aronson, D. Lazar, W. M. Weissager.  
 Tarts Corp., has been incorporated to manufacture candy with a capital of \$10,000.  
 Newburgh—Joseph D. Fluss has sold his ice cream parlor at 85 Liberty Street to Al. Fluss. Mr. Fluss is a World War veteran and was at one time in the baking business at 226 Broadway.  
 North Germantown—The Nack ice cream business has been purchased by W. F. Lorenz, H. E. Doughty and Fred. Grossman. The latter will be in active charge of the business.  
 Rochester—The Worthington Candy Co. has filed notice of organization to manufacture and deal in confectionery. L. S. Ruben is head.  
 Saratoga Springs—The Curtis Confection Co., has been incorporated with a capital of \$15,000, to manufacture and deal in candies and confections of all kinds. Incorporators: J. A. and G. N. C. Dunham, and J. C. Armstrong.  
 Seneca Falls—Love Me Sweets Company has been incorporated with a capital of \$10,000 by A. G. Peters, II, E. Leland, C. R. Higdon.  
 Syracuse—The Cannellos Candy Works, Inc., has been organized with a capital of \$100,000, to manufacture and deal in candies and confections. The principal incorporator is J. Cannellos, Syracuse.

**NORTH CAROLINA**

Greenville—The Greenville Ice Cream Co. has been incorporated with a capital of \$25,000, to manufacture ice cream and ices. Incorporators: Thomas S. Haskins and M. Haskins.  
 Winston-Salem—The Fanny Candy Co., has been incorporated with a capital of \$50,000 to manufacture and deal in confectionery. Incorporators: F. E. Griffith, Wilbur and P. P. Ernst.  
 The Pioneer Candy Co., has been incorporated with a capital of \$50,000, to manufacture confectionery. F. E. Griffith is an incorporator.

**NORTH DAKOTA**

Bismarck—Stanley Francis and Grant McDonald bought the New Garrick confectionery business.  
 Dickinson—John Dulvick opened a confectionery business here.

**OHIO**

Akron—Fire recently destroyed the confectionery store of Christ & Costa, 116 Barges Street, with loss estimated at about \$2,500.  
 Barnesville—M. E. Kibury has sold the Kibury confectionery to Nicholas Brod of Youngstown, O.  
 Columbus—Fire recently destroyed a portion of the candy manufacturing plant of Frances Willard Candy Co., 289 North High Street. No official estimate of the loss has been made.

**OKLAHOMA**

Muskogee—The Kilbourne-West Candy Co., has been incorporated with a capital of \$30,000 to manufacture and deal in confectionery. Incorporators: C. W. West and W. Kilbourne.

**PENNSYLVANIA**

Allentown—The M & G Ice Cream Company are about to erect a half-million dollar ice cream plant here.  
 The V. C. Sappace Candy Co., has awarded a contract to Butz & Clader for the construction of its proposed new factory building to be located at Franklin and Chees Streets. The structure will be one-story and basement, 40x120 feet, with foundations of concrete of sufficient thickness to support a two-story top addition which the company contemplates for further expansion.  
 Brownsville—George Ehlert has leased the room occupied by the Martha Washington Bake Shop at Snowden Place and will conduct a soda fountain and confectionery there. He also operates the confectionery at the corner of Bridge and Water Streets.  
 Hyde Park—Kiki Beverage Co., has filed notice of organization to operate with a capital of \$30,000, for the manufacture and sale of the soda water, G. Grella, heads the company.  
 Philadelphia—The Heideberger Confectionery Co., has been organized with a capital of \$100,000 to manufacture and deal in confectionery. The company is headed by Gustav Heideberger, 2940 Park Avenue.  
 Pittsburgh—Fire recently destroyed the candy manufacturing plant of M. Davidson Co., with loss estimated at about \$20,000, including stock.  
 Potsville—Earl Mann of Heffner and Mann, retail ice cream dealers of 1015 W. Market Street has sold his interest to F. P. Day. The firm name will be Heffner and Day.  
 Scranton—E. Robinson's Sons' Mfg. Co., has been organized with a capital of \$75,000, to manufacture beverages, etc. William G. Harding, heads the company.

**SOUTH CAROLINA**

Charleston—Plans are being prepared for the construction of a factory to be devoted to manufacture of ice cream. B. F. Ford, of Newmarket, Ga., is in charge.  
 Moncks Corner—The Parlay Bottling Works, is planning for the establishment of a new bottling plant and works for the manufacture of various kinds of beverages. The proposed plant will have a daily capacity of about 230 cases. The company is incorporated with a capital of \$20,000. S. Behrman is president and Morgan Howells, general manager.

**SOUTH DAKOTA**

Brant-Ganner Bros. cigars, soft drink, has been sold to Stanton Valle and Adolph Aberg.

**TENNESSEE**

Nashville—The Watauga Ice Cream Company has been incorporated with a capital stock of \$20,000; incorporators, Roy Martin, J. A. Kinzer, Walter Hall, Horace Ryans, J. P. Gray.

**WASHINGTON**

Spokane—Staples Candy Company has been purchased by Mr and Mrs. Oscar Borg from W. E. Morrison.

**WEST VIRGINIA**

Benwood—William A. Pearl has opened a confectionery at 447 Main Street.  
 Herman Specht has opened a confectionery on Main Street.  
 Follansbee—C. E. Forrester has sold his confectionery, Main and Penn Streets to James Robinson.  
 Masontown—Samuel Wilson has sold his confectionery to F. L. Street.  
 Richmond—The Boston Candy Kitchen was recently wiped out by a fire that destroyed a large part of the business section of the town.  
 Welch—The Welch Bottling Co. recently incorporated with a capital of \$25,000, is planning for the erection of a new plant, for the manufacture of soft drinks, etc. New bottling machinery and equipment will be installed, estimated to cost about \$10,000, to produce a daily output of from 100 to 1,000 bottles. G. W. Howard is president and Thomas E. Paisley, manager.

**WISCONSIN**

Antigo—Antigo Sheboygan Dairy Products Co. manufacturing ice cream, butter, etc., has been incorporated. Capital 200 shares preferred at \$100; 100 non par shares. Incorporators: M. G. Peck, F. H. Peacock, Alexander A. Kinevaldt.  
 Appleton—Mory Ice Cream Co. has increased its capital from \$75,000 to \$100,000.  
 Birmanswood—L. B. Barker confectionery has been sold to J. A. Pennington.  
 Burlington—Al. Weller, 606 Pine Street will open a confectionery and restaurant business here.  
 Clyman—Gustav Schenklke, drugs and ice cream parlor has been sold out to Wm. Laughlin and Miss Jeannette Metzger.  
 Delavan—F. George sold his restaurant and candy business to A. Giannl.  
 F. R. Stoll purchased the Wood and Sutherland building and will open an ice cream parlor here.  
 Dresser Junction—John Wheeler will open a confectionery business here.  
 East Troy—H. J. O'Malley confectionery has been sold to a Mr. Helsing.  
 Elkhorn—Sam Jarves and Ernest Daskel have opened a confectionery and restaurant here.

# Patents and Trade Marks

## PATENTS

### Granted July 19, 1921

- 1,384,964—Arnold A. Horlick, Milwaukee, Wis. Beverage material and the process of making same.  
 1,384,968—Calvin D. Crane, Dayton, Ohio. Liquid cooling and aerating device.  
 1,385,113—Elizabeth Agnes Casey, Pittsburgh, Pa. Hot-air candy cooker.  
 1,385,127—Joseph Anthony Good, Chicago, Ill. Liquid dispenser.  
 1,385,138—Milton A. Snider, Detroit, Mich. Iceless refrigerator.  
 1,385,274—Joseph Miles Rhodes, Halls, Tenn. Ice box.  
 1,385,294—John B. Zorn, Kansas City, Mo. Ice shaver and cracker.

### Granted July 26, 1921

- 1,385,462—Sylvester S. Marvin, Bryn Mawr, and William Mann, Philadelphia, assignors to Pennsylvania Chocolate Co., Pittsburgh, Pa. Candy and chocolate machine.  
 1,385,593—George H. Schmand, Little Rock, Ark. Candy lifter.

### Granted August 2, 1921

- 1,386,271—Sigvald Edmund Eghenhardt Bach, Chicago, Ill. Sugar container and dispenser.  
 1,386,280—Frank G. Schneider, assignor to Sanitary Beverage Mixer Co., Inc., New York, N. Y. Beverage mixer.  
 1,386,529—John Batten Mitchell, London, England. Appliance for preparing iced beverages or for cooling liquids.  
 15,172 (reissue)—Burt E. Taylor, Mount Vernon, N. Y., assignor to The Borden Co., New York, N. Y. Apparatus for treating and canning milk.

### Granted August 9, 1921

- 1,386,669—Henry Giesel, Chicago, Ill. Water cooler.  
 1,386,733—Walter Charles Baer, Toledo, Ohio. Refrigeration apparatus.  
 1,386,900—Henry S. Schopf, Spokane, Wash. Cooler.  
 1,387,064—Fred J. Miller, Silver City, Iowa. Fruit picker.  
 1,387,128—Henry Cowan, New York, N. Y. Coffee percolator.  
 1,387,377—George Fryer and Basil Gordon McJellan, York, England. Manufacture of high class "fondant" chocolate and similar chocolates.  
 1,387,378—Same as preceding.  
 1,387,379—Same as preceding.

## Design Patents

- 55,657—William F. Beatty, Cincinnati, Ohio. Soda fountain and ice cream dispensing apparatus.  
 58,685—Joseph A. Rayder, Philadelphia, Pa. Ice cream spoon.

## TRADE-MARKS

### Published July 30, 1921

- 129,368—Daniel J. O'Shea, Le Roy, N. Y. "Oof-E-No." A cereal substitute for coffee and coffee and this substitute blended together.  
 134,640—Jackson Brewing Co., New Orleans, La. "Jax." Non-alcoholic, cereal beverages containing malt, sold as soft drinks, containing less than one-half of one per cent alcohol.  
 138,229—Henry H. Ottens Mfg. Co., Inc., Philadelphia, Pa. "Quaker." Frappe powder, icing powder, marshmallow icing, foam powder, etc.  
 138,476—Frederick E. Richardson, New York, N. Y. "Richo." Ice cream powder and meringue powder.  
 146,906—Wm. Wrigley, Jr., Co., Chicago, Ill. Design. Chewing gum.  
 149,978—American Biscuit Co., San Francisco, Calif. "Fiesta." Sugar wafers in cake form and cakes.  
 147,375—The Independent Breweries Co., St. Louis, Mo. "A-B-C." A cereal malt beverage containing less than one-half of one per cent of alcohol, by volume, and sold as a soft drink.  
 144,080—Helvetia Milk Condensing Co., Highland, Ill. "Honor." Unsweetened evaporated milk, etc.  
 145,079—Patterson Mineral Water and Beverage Co., Chicago, Ill. "Sinn Fein." A maltless, non-cereal beverage sold as a soft drink and syrup for making the same.  
 145,521—Malt-Diatase Co., New York, N. Y. "O.M.D.'s Fireside Brand." Non-alcoholic malt extracts.  
 145,596—Thoenett & Co., Inc., Chicago, Ill. Design. "Lime Tone." A maltless, non-alcoholic beverage sold as a soft drink and syrups for the manufacture of the same.  
 146,044—Acme Beverage-Extract Co., Chicago, Ill. "Rottum's Cherry-Snap." Non-alcoholic, non-cereal, maltless beverages sold as soft drink and syrups for making the same.  
 147,292—Iroquois Beverage Co., Inc., Buffalo, N. Y. Design. Non-alcoholic cereal beverage containing malt, but less than one-half of one per cent of alcohol, and sold as a soft drink.  
 147,878—H. P. Hood & Sons, Inc., Boston, Mass. "Nutfield." Carbonated soft drinks and syrups.

148,742—Joseph Krieg-Fine Co., Inc., Jersey City, N. J. Design. A non-intoxicating, maltless, non-cereal beverage containing less than one-half of one per cent of alcohol, by volume.

### Published August 8, 1921

- 133,001—Henry J. Stein, Boston, Mass. "Orange-Belle." Syrups for soft drinks and flavors and flavoring extracts for soft drinks.  
 134,430—The Red Ball Co., Madrid, Iowa. Design. "Red Ball." Maltless fruit beverages containing less than one-half of one per cent of alcohol, sold as soft drinks—viz., raspberry fruit nectar, grapefruit nectar, and cherry fruit nectar.  
 140,834—The Goudy Gum Co., Boston, Mass. "Oh Boy." Chewing gum.  
 141,742—The Adolph Coors B. & M. Co., Golden, Colo. Design. Non-alcoholic maltless cereal beverages sold as soft drinks.  
 142,761—Magnus Fruit Products Co., San Francisco, Calif. "Cal-jus." Non-alcoholic, maltless beverage sold as a soft drink.  
 144,425—Richardson Corporation, Rochester, N. Y. Design. "Reddy." Cocoa syrup used in making soft drinks.  
 144,797—George William Anderson, Enid, Okla. "Billy's." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks and syrups for making the same.  
 144,973—Michael Matrasna, New York, N. Y. "Vermouth-Ola." Non-alcoholic, non-cereal, maltless beverage sold as a soft drink.  
 145,327—Frank & Goldsmith, Chicago, Ill. "Buster Brown." A maltless, non-alcoholic, non-cereal beverage sold as a soft drink and syrup for making the same.  
 145,418—Southern Beverage Co., Galveston, Tex. Design. Root beer.  
 145,835—Klein Chocolate Co., Elizabethtown, Pa. "Silver Bells." Chocolate.  
 145,836—Klein Chocolate Co., Elizabethtown, Pa. Design. Chocolate.  
 146,139—Pig & Whistle Co., San Francisco, Calif. "Brandywine." Chocolate candy.  
 147,225—Earl L. Wallace, San Francisco, Calif. Design. Popcorn and nut confection.

### Published August 15, 1921

- 137,060—Aachener Thermalwasser Kaiserbrunnen Aktiengesellschaft, Aachen, Germany. Design. Natural Aachener thermal water for table and hygienic use.  
 139,081—Josephine Chocolates Limited, London, England. "Josephine." Chocolate.  
 143,140—Page & Shaw, Inc., Cambridge, Mass. Design. Chocolate, cocoa powder, and cocoa butter.  
 144,686—Mylta-Milk Company of America, Kansas City, Mo. Design. "Cho-Cho." Chocolate malted milk.  
 144,768—Henry C. Faust, St. Louis, Mo. "Kate Kids." Chewing gum.  
 145,200—Paritan Ice Cream Co., Newark, N. J. Design. Ice cream.

### Published August 23, 1921

- 127,128—Hooton Cocoa Co., Newark, N. J. Design. "Arcadia." Sweet chocolate.  
 143,183—Nestle's Food Co., Inc., New York, N. Y. Design. Unsweetened evaporated milk.  
 146,912—The Ice-Hot Bottle Co., Cincinnati, Ohio. "Ice-Hot." Coffee, sugar, chocolate, cocoa, bouillon, etc.  
 147,390—American Milk Products Corp., New York, N. Y. "Campeaux." Unsweetened evaporated milk.  
 148,573—Joseph H. Ewing, Kansas City, Mo. "Kik Int." A maltless, non-cereal beverage prepared from fruit and vegetable juices, fruit acids, and harmless artificial coloring and used as a soft drink, and a syrup from which the drink is prepared.

## BE SURE YOU GET 295

The average plate of baked beans served in armchair luncheons in Boston contains 295 beans, which together with bread and butter furnished with it, cost about two and one-half cents. This report was made recently by the State Commission of Necessaries of Life. The usual charge to the public for this dish is fifteen cents, the commission's investigators found.

Frankfurt sandwiches, popular with those who patronize quick lunches, cost an average of two and four-tenths cents, including mustard, and usually sell for ten cents, the report said.

Dolly (coldly): The next time I speak to you in a street car I'll bet you'll raise your hard-boiled hat!  
 Dick: Bet I won't—if I'm on my way to work.  
 Dolly: Why, what's on your mind then?  
 Dick: Two sandwiches and a cut o' pie!

—Buffalo Express.



ANNUAL HOT SODA NUMBER

# THE SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D. O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK

SUBSCRIPTIONS:— U. S., CUBA AND MEXICO, \$1.50; CANADA, \$1.75; FOREIGN, \$2.00 A YEAR, IN ADVANCE  
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NEW YORK OCTOBER 1921

No. 10

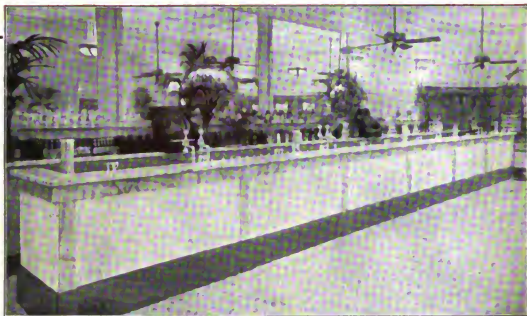
*True Fruit  
Quality  
On Fountain  
Requisites is  
like the Sterling  
Mark on Silver-  
ware.*



**J. Hungerford Smith Co.**  
ROCHESTER, N. Y.

# GREEN

## POLAR SODA FOUNTAINS



GREEN Mechanically Refrigerated "Polar" Soda Fountain built for the Pantaze Company, Incorporated, Memphis, Tenn.

Unquestionably one of the most beautiful fountains ever built.

### Seeing Without Observing

The whole story of why many mistakes are made in purchasing soda fountains may be reduced to the few words above noted. So many buyers compare soda fountains by outward appearances only and, unfortunately, in their persistent search for a low (cheap) price, the most important points—**QUALITY and HONEST CONSTRUCTION**—are forgotten until too late.

The country is scattered over with soda fountain makeshifts and wrecks that were bought under just such conditions,—*seeing without observing*.

The Pantaze Co. wanted only the best and would not let the several qualities of a good thing escape them. Read their letter:

"In selecting the soda fountain manufactured by you, we feel that the best has been secured. It was not until we had thoroly investigated the merits of all other makes that the GREEN was ordered. We are convinced that your apparatus is first in its field and with this goes our sincere good wishes for your continued leadership."

Memphis, Tenn.

THE PANTAZE COMPANY, INC.  
By Chris. Evans, Mgr.

## ROBERT M. GREEN & SONS

Established 1874

Broad and Vine Streets

PHILADELPHIA - PENNSYLVANIA





# THE SODA FOUNTAIN

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VOL. XX

NEW YORK, OCTOBER, 1921

No. 10

## OUR HOT SODA NUMBER

In its process of evolution and development the soda fountain industry has progressed from a purely seasonal venture to a business which is profitably conducted during the entire year. There may be periods when the business is better than at others, but the fountain manager who is alive to the possibilities of the present and the promises of the future is no longer content unless his balance sheet shows a satisfactory volume of business and profits at all periods.

The Winter possibilities of the fountain are beginning to be realized but even now there are few if any who can say that they have developed them to the fullest possible extent. It has been our intention in this hot soda number of THE SODA FOUNTAIN to cover as adequately as our space would permit the various phases of the Winter activities of the fountain and to indicate to those interested the possibilities of increased business and larger profits which lie before those who will make the most of them.

A greater demand for candy and a call for hot drinks is of course regarded as practically concomitant with the coming of cooler weather, but this demand for hot drinks can be expanded to a practically unlimited extent. Fountains must see that these beverages are offered to the public in the greatest possible variety; quality, too, is essential. But having done this it is foolish to sit back and wait for patronage. If the fountain is to become the center for cold weather beverages this can be accomplished not merely by providing the drinks but by pushing them. By arousing the public interest and by creating a habit just as the habit for ice cream sodas and other cooling drinks has been created, by time and effort.

The luncheonette is a most powerful ally in the campaign for Winter trade. Its introduction has been the greatest single development in the industry and has far overshadowed prohibition in its effects on business. Cold weather brings added opportunities in this direction and no fountain which can handle this kind of business profitably can afford to neglect its possibilities.

With the luncheonette department functioning profitably and the hot drink trade developed there is no reason why the fountain should not expect to handle an even greater volume of business than is enjoyed during what used to be spoken of as the soda fountain "season," Summer. Seasons and dull months must be eliminated. The soda fountain is in existence as a twelve month, fifty-two week business and the man who fails to run his on that basis is neglecting valuable opportunities.

## THE BUSINESS OUTLOOK

In this issue of THE SODA FOUNTAIN have been brought together expressions of opinion as to the business outlook for 1922 sent in by twenty-four executives of manufacturing houses furnishing equipment and supplies to the trade. Others received too late for publication will appear later.

These letters, generally highly optimistic in tone, contain suggestions for making 1922 a prosperous year that will be of interest to every fountain proprietor and dispenser. They are based not on what their writers think ought to be done but upon what salesmen travelling over the country tell them is being done by retailers who are preparing for big business next year.

The pages devoted to this symposium also contain important information upon what the manufacturers themselves are doing in anticipation of next season's orders. Incidentally, most of the writers stress the fact that manufacturers' prices have reached rock bottom and point out that there is danger in delaying orders for new equipment as there will be heavy replacements between now and the Spring.

It is interesting to note that where writers have touched upon their advertising programs they have paid tribute to wise publicity methods for the maintenance of sales through 1921 and expressed confidence in the power of consistent advertising to give them a share in the gains anticipated in 1922.

## TAXES STILL UNDER DISCUSSIONS

Tentative tax proposals are taking up the attention of the Senate and the front pages of the newspapers but it is still difficult to forecast the exact form of the final measure. There seems to be every reason to believe that the nuisance taxes on fountain drinks will be lifted, to be replaced, if replaced at all, by small levies on the syrups and carbonic gas. These taxes will, in theory at least, be paid by the manufacturer though there is little question that they must be passed on. The bottlers and syrup manufacturers are protesting vigorously against them as unjustified, the chief argument being that there is no reason why the soft drink business should be specially taxed in addition to being obliged to shoulder its share of the regular taxation.

There is merit in this contention and it would seem as if the fountain proprietor had a small stake in the discussion since in the final analysis he must pay any taxes which are levied. However, few will be inclined to be unduly critical of such levies now that there will soon be no further neces-

sity for collecting the annoying and burdensome ten per cent luxury tax.

One proposal recently made should receive the censure of every user of syrups, extracts or any other products in which alcohol plays any part. It is suggested that the tax on alcohol be increased from \$2.20 to \$6.20 a gallon. This is obviously directed at the illicit traffic but it is equally obvious that the burden will come on legitimate business. The price of extracts must necessarily be increased more or less in ratio to the increase in the alcohol tax and this will be reflected to some degree in the price of many products used at the fountain.

#### MORE WINDOW DISPLAYS NEEDED

We are now approaching what is commonly called the Holiday Season and the fountain should take full advantage of all opportunities for increased business which this offers. October has already had one holiday, Columbus Day, which is now celebrated in most states. Later in the month, or rather last in the month, comes Halloween, a day which offers rich possibilities to the fountain.

Window displays and fountain decorations are more important factors in business than is generally realized and the establishments which make use of them to the fullest extent are loud in their praise of them as business-getters. Halloween, with its traditional orange and black color schemes, its pumpkins and black cats and witches, offers the excuse for any number of effective decorative schemes. With these displays may be joined various devices for attracting trade; souvenirs, special dishes, contests, etc., may all be tied up with the Halloween displays. Special candy sales using appropriate containers are effective and often used to attract attention.

Following Halloween comes Thanksgiving and then in rapid succession Christmas and New Years, all days which should bring in big returns to the fountain manager who is alive to their possibilities. Good merchandising will pay just as big returns at the fountain as in the rest of the store and too little of it has been done in the past. Holiday window displays and decorations, backed up by other special trade methods, are just what are needed to pull the Winter business of the fountain up to the level where it should be. With these working well together there is no question that the volume of trade can be increased more than appreciably.

#### AN IDEA THAT HAS POSSIBILITIES

It is sometimes said that there is nothing new left to be written on the methods of doing business or promoting sales; that all possible ideas have been presented long ago and that all that remains is to take these ideas and apply them in novel ways or express them in such a way that some new angle will be presented to the reader. This may perhaps be true but it is certainly more true that there is no merchandising establishment which is exhausting all the possibilities of increasing its patronage. However close attention is paid to the business and

however up-to-date are the methods employed there are always other ideas which may be tried which will bring in more trade. The more efficient the organization the more clearly this truth is realized. It may be impossible to devise an absolutely new plan but it is not difficult to adapt ideas which have been used elsewhere and give them a touch of originality.

As an illustration of this, take the article which we have chosen to lead the Luncheonette Department this month. The idea on which this is based is not a new one and even may not be new to the soda fountain industry. Yet it is safe to say that there are many fountains which have never thought of this plan for increasing patronage, simple though it is and practically certain of success if the conditions are favorable.

This should be and is the chief function of journals devoted to the retail trade, to present from every possible angle the ideas which are developed for arousing interest and attracting new customers, leaving it to their readers to select the plans which best suit their own situations and modify them as expediency and local conditions dictate.

If the prohibitionists are really in earnest in their attempts to interfere with the sale of beverages containing even the slightest trace of alcohol, as their activities in certain states would indicate, it would seem that much time and trouble might be saved by obtaining a permanent injunction against the bacteria which cause fermentation.

The interesting story in this issue of THE SODA FOUNTAIN on the fountain business in the Hawaiian Islands is one more indication that not all Americans who are said to be "drinking their way around the world" depend upon the stimulants banned by Mr. Volstead.

There are said to be a number of drug stores which have not yet installed soda fountains. One is compelled to wonder whether they are as far behind the times in their pharmaceutical methods as they are in their merchandising. If so, we tremble for the health of their customers.

The space requirements of a Hot Soda number compelled the omission of the promised story on the further adventures of Charley, the dispenser, and Mr. Blank in the handling of disgruntled customers. It will surely appear in November.

Danville, Va., is experimenting with the matter of regulating Sunday and at present writing holds to the position that it may be sinful to carry ice cream home but no moral obloquy attaches to buying it for consumption on the premises. Sometimes we wish we had more of this moral strength and uprightness which enables one to mark with definiteness and decision the exact dividing line between Right and Wrong.

# Hot Drink Trade Needs Cultivating

*Quality and Service Must Be Supplemented by Clever Ways of  
Introducing Goods to the Public—Window Displays  
and Cards Can Be Used to Advantage*

**W**HEN days get cool nothing tastes quite so good as a hot drink of one's favorite beverage.

The fountain man contemplating his campaign to speed up the sales of hot concoctions will do well to keep in mind that oft reiterated statement that "most of us eat with our eyes."

Skillful suggestion certainly does what the appetite and window displays, signs, menus, anything that carries a suggestion of good eats and drinks is worth noting. For it is not enough to just serve delicious hot drinks at the fountain, we have to find some way of introducing these to the buying public.

A good way to do this is to open the season by featuring in window displays the hot drink leaders at the fountain.

For instance, suppose one plans to make rather a specialty of coffee, and really good coffee is a paying proposition. In the first place a first class cup of coffee means a bid for the trade of men-folk. So in planning the window it would be well to arrange one that would have a sentimental as well as a palate-tickling appeal.

## An Idea for a Coffee Window

Trim the window to duplicate a cozy kitchen with an electric or gas plate, a small kitchen table covered with a blue and white checked table cloth, a rocking chair, a braided rug, a coffee pot on the stove, a cup and saucer on the table. Beside these a plate of cookies, and in the rocking-chair seat a gingham aproned, house-dress garbed wax figure begged, borrowed or stolen from your friend in the dry goods store. A half finished bit of knitting in her lap will add a touch of realism to the picture. Have a card in the window to suggest to the passing crowd. "We serve coffee and cookies like mother used to make."

Of course, it behooves one then to see that the coffee is exceptionally well made, which means that coffee urns must be carefully cleaned and scalded, that a good blend of coffee is used and that the coffee is never permitted to cook until bitter, and that the beverage is served steaming hot.

Agreeing that thin china breaks with appalling ease, yet it is in the long run better business to use a good grade of china cup if one contemplates building up a coffee trade. Not that it is necessary to stock up with Wedgwood or Haviland china, but it is good commercial foresight to use a medium grade of china. Cups so cumbersome they remind one of the stone age do not appeal to the eyes or the appetite and, for the fastidious customer, those heavy cups will spoil the aroma of the most perfect cup of coffee.

Most fountain men now agree that it pays to serve individual sugars and creamers with hot drink orders. It sets a limit on the sugar and cream guzzlers.

Old fashioned molasses cookies might well be served as a special to accompany coffee orders during the week or ten days the coffee window-trim remains in place.

## Tea Offers Equal Possibilities

The next week the window trim could feature tea and make a bid for the trade of the feminine shoppers and matinee fans.

Use a gate-leg table or small tea table. Borrow two

waxen figures, hatted and cloaked for the trip down town. Don't forget furs, vanity bags, and the small niceties needed to copy realistically the dress of the well-groomed woman. Set the tea table with a dainty and attractive tea service, and fasten the window display to the idea of business with a card that invites the women to "Meet your friends here for a cheering cup of tea."

Loaf sugar rubbed on orange rind, or sliced lemon with two or three cloves, are inexpensive garnishings that lend piquancy and flavor to the cup of black or green tea.

Ready to wear dealers will be willing to cooperate with you in the loan of wax figures and clothing if you will give due credit, on the windows display cards, to the stores from which the merchandise was borrowed.

The hot chocolate window may feature both hot and cold chocolate. Hot chocolate, the beverage, and cold chocolate in the form of an assortment of the store's most delicious chocolate candy. Remind "him" to "Bring her in for a cup of hot chocolate or a box of our candy."

Cream color and tan, or old blue and silver, makes a good color combination for the background of such a window.

A marshmallow topping, a fluffy dab of whipped cream or just the right dash of vanilla makes all the difference in the world between just ordinary chocolate and a cup that is a drink for the fountain epicure.

Even if one does not care to bother with such complete and detailed window displays there remain several more simple devices for attracting trade to the hot drink specialties.

## Other Advertising Plans are Good

One way-side coffee house made use last Summer of a sign that might be very easily adapted to simple, yet business-pulling fountain advertising. It was a plain wooden sign on which appeared the picture of a conventionalized coffee pot. The printing beside it urged one to "Stop for a cup of steaming hot coffee at the Way-side Coffee House."

A similar sign advertising hot tea or coffee might well be placed in corridors, or at corners, frequented by business people or shoppers. The placards are suggestive, artistic, unobtrusive, yet interest compelling.

A small booth built like a tiny Japanese arbor and with the saleswomen in Japanese costumes might be used to feature the proper brewing and serving of tea, during the week tea is made a fountain leader. Candied ginger, stuffed dates, Japanese love-nuts, pistachio confections and other out of the usual confections might be featured at the same time.

Few people ever outgrow their love of the children's game of "dressing up." Next to dressing-up one's self, it is fun to see other people in togs a bit out of the ordinary. So Japanese maids, Dutch or Colonial chocolate girls, and Swedish maids serving coffee, all will prove drawing cards to stimulate interest in the serving of hot drinks at the fountain.

## Food Needed With Hot Drinks

Most customers in buying a hot drink want something to eat with it. Unlike ice cream sodas, coca colas, lemonades and other summer drinks, the hot drink is not sufficient unto itself. It needs an accompaniment and it

pays to educate the buying public into an appreciation of palatable combinations.

Here are a few that most people will like.

Coffee goes well with the heartier sandwiches, ham, cheese, chopped olives, sardine and meat sandwiches molasses cake and cookies and the various pies.

Tea is especially delicious with thin white-bread sandwiches filled with orange marmalade, strawberry jam, or one of the other fruit fillings; crisp, rich, small cakes and cookies.

Hot chocolate is tempting with vanilla or sugar cookies, nut sandwiches, cream cheese and brown-bread rounds, and with almost any cracker sandwich.

In speeding up for the hot drinks sales it is worth while to keep in mind that this is also the candy season. For that reason the "hot chocolate and chocolate candy" window is a good combination.

Now too is a good time to give the display case positions the once-over. Are the quick selling, rapid turn-over kinds of merchandise displayed to the best advantage and located in the line of most store traffic? About twenty feet from the entrance would be a good place to put a table on which would be arranged an assortment of chocolate bars, nut patties and similar package goods of a size convenient for carrying in a pocket or hand-bag. When it gets cold and stormy people may hesitate to carry home the box of candy along with other bundles. But these same people are perfectly willing to distribute a half a dozen or more candy bars in various convenient pockets.

Such customers seldom bother to ask for these bars, but if this kind of package goods is temptingly arranged so they have to pass it on the way to the fountain, fifty per cent of the customers will yield to the temptation of proximity and buy a few chocolate or nut bars.

#### Football Games Mean Good Business

A football game, hockey or any of the winter sports events should prove big days at the hot drink shop. A large old fashioned slate kept in the display window on these days should give the score of the game and at the same time advertise hot drinks and similar fountain specialties.

If the team is playing out of town see that the fountain bulletin posts notices of the score with interesting items of the progress of the game. The students and team boosters who had to stay home will soon get into the habit of coming down to the store to get a cup of hot chocolate and the latest dope on the fate of their team.

In the small towns especially, the prosperity of the candy store and the soda fountain depends to a large extent on the patronage of the young people. So score card bulletins, reports on school activities playing up the name of the winners of scholastic and athletic events, tie up the interest of the young crowd to the store.

At the beginning of the football season it might prove a result getting ad to get the pictures of all the members of the football squad. Display this group of pictures in a window which is trimmed in the school colors and with the town pennants, and which features hard candies, gum, chocolate bars and such toothsome sweets as can be taken to and eaten at the football grounds.

After the first game of the season serve all hot drinks at a bargain price from the hours of four o'clock until closing time for that one day. This method allows the store to break even, get good advertising and permits opening the hot drink campaign with a rush. It appeals to all the "Harold Teens" and their respective "Lillums."

Young people are prone to follow the crowd. If they enjoy the hot drinks served after the first football game, they are easily educated into getting the habit. It means that they will feel that it is their store and fountain.

They will take to dropping in after school and in the early evening.

One knows just what hours to plan for them. It permits one to make an effort to round up the business people's luncheon trade at noon, and both classes are steady contributors to the cheerful clink of the busy cash register.

#### GARDEN ANNEX SOLVES PROBLEM

**Druggist's Conversion of Back Yard to Fountain Annex Should Hold Suggestion For Many Faced With Similar Situation**

The accompanying illustration introduces to readers of THE SODA FOUNTAIN the Garden Annex of Bower's Drug Store, Olney, Ill. As is well known, the back yards of most drug stores and of other stores as well are usually unsightly even if they are no worse but Mr. Ernst Z. Bower decided when he rebuilt his store that he would have something different and he did.



*Garden Where Bower Patrons Sit and Sip Their Evening Refreshments*

His problem was how to make the most out of a back yard, 23 by 65 feet, extending from the rear entrance of the store to the street and bordered on both sides by high brick walls. To begin with he closed off the street end with a brick wall of medium height in which he put an attractive gate. From this gate to the store he ran a ten foot concrete walk down the center of the yard. On each side he planted small trees, shrubs, flowers, even sunflowers. The brick walls were rendered attractive by morning glories, moon vines and other quick growing trailing vines.

The result was to transform an unattractive alley into an inviting bower of greenery. A dozen electric lights with colored shades were strung over the center of the walk and under them were placed small tables, each seating four. Common kitchen chairs and tables were used but were painted with cream and ivory tops and willow-green bases and legs. Mr. Bower says that the total cost of all this was about \$250.

Financially returns have been entirely satisfactory. "It has attracted business that drug stores do not get; autoists stop and strangers come in to see the Garden Annex," says Mr. Bower. "I can only seat fifty in the store while the Annex seats twenty-five and holds them. Next year the seating capacity of the Garden will be increased to forty. We open it at 7 P. M. and close at eleven."

If you want good food, good beverages, and good service,—use good materials and plenty of interest in the preparation of them.

# Fountains Have Good Breakfast Business

*The Tid-Bit Shops, Inc., Has Uncovered Heavy Demand for Rolls, Doughnuts and Coffee and Club Combinations by Belated Office Workers—Speedy Service Essential*

By EDNA BREEN

THE progressive soda fountain has become quite accustomed to serving light luncheons, afternoon tea and after-theater suppers. However, as the Winter approaches, there is one further step it can take with profit; and that is to serve breakfast. The idea of having breakfast in a soda shop may, at first, seem a little incongruous, both to customer and proprietor. Once the former has become aware of the promptness, and the latter of the profits, both will be quick to appreciate the advantages.

Such has been the experience of Matthew H. Olthuse, former vice-president of the Gem Fountain Corporation, who now conducts two shops in New York, under the suggestive title of the Tid-Bit Shops, Inc. Both his shops are located in busy business districts and this, he points out, is the basic reason for his success in catering to the business trade at breakfast time.

"Our experience has been that many people who work in nearby offices often come down-town without any breakfast. This may be because they felt they did not have time to wait at home and eat in the usual leisurely fashion or because they are people living in furnished rooms, who never eat at home. Modern business conditions, which take young people from their homes into congested city life are responsible for the hasty breakfast.

## Real Demand For Fountain Breakfasts

"When we first opened our shop, we found that many people, who had tried our sodas and sundaes and light lunch, would drop in early in the morning and say: 'Can you give me a cup of coffee and a sandwich? I'm late as it is, so I haven't time to go to a restaurant and wait.'

Out of this simple remark, which every proprietor of a soda fountain has heard at one time or another, grew one of the most profitable branches of the Tid-Bit Shops' business. As soon as it was found that there was a general demand for something hot and quick in the morning, special preparations were made to take care of a breakfast trade.

It was found, after a little study of the problem, that breakfast trade was of two classes; those who wanted merely a snack, like rolls and Coffee, doughnuts and coffee, or coffee cake and coffee; and those who wanted a full breakfast.

The demands of the former class are the easiest to meet so far as equipment goes, but the hardest to satisfy in point of service. Those who eat so light a breakfast, are usually the late risers, who have hurried down to the office at the last minute, or those who went straight to the office, and have slipped out for a few minutes in between the rush of business. To satisfy this class of customer is easy for any soda fountain having the ordinary hot drink equipment. Hot coffee, the most popular drink is always on hand; while the feminine contingent, and they are not so scanty among the late office arrivals, will frequently ask for chocolate. Occasionally, but very rarely, tea is demanded.

It is an easy matter to provide coffee cakes of the small size, or square ones cut in proper sized pieces. It is wise to have these prominently displayed; for many will have but little idea of what they want, and the sight of fresh,

appetizing coffee cake is an excellent spur to the appetite. Doughnuts are also popular, especially with men. Plain rolls or corn cakes are other items that add to the menu.

Care must be taken to have these so conveniently arranged that no delay will be caused in serving. Also, it must be understood that cups, plates and spoons shall be ready in plentiful supply. If sufficient preparation is made before the morning service begins, there can be no loss of time in serving customers. This promptness of service is what will bring returns. For the man who is late once is apt to be late again and he will remember the quick service long after he has forgotten either what he had or what it cost.

Several stores have made a practice of putting up signs on their windows reading "For a Quick Breakfast: Try Our Doughnuts and Coffee—25c," and they have been surprised at the number of hurrying passers-by on the way to work, who have stopped, looked and tried.

## Club Breakfast At A Soda Fountain

However, it is the club breakfast, a complete meal, that is featured at the Tid-Bit Soda Shops. This was devised for the benefit of the many office workers, both men and women, who live in either furnished rooms or apartments that provide no facilities for cooking. What these people want is a satisfying meal at a reasonable price and one that above all else is quickly served. The Tid-Bit Shop features a club breakfast at forty-five cents that is wholesome and satisfying. It consists of fruit, a cereal, eggs, and coffee. For those who do not want so elaborate a meal, any article will be sold separately. A typical menu is:

### 45—Club Breakfast—45 Sold Individually

Delicious Baked Apple .....	.10
Corn Flakes or Oatmeal.....	.15
2 Eggs, any style, or French toast.....	.25
Coffee, tea or milk.....	.10
Rolls or toast and butter.....	.10

Thus, a person who wants only the light breakfast of toast and coffee would pay twenty cents; one wanting just eggs, toast and coffee would pay forty-five cents, or as much as he would be charged for the whole breakfast. The Tid-Bit Shops have found that printing the separate prices beside each item has an excellent psychological effect, because people figure up the cost of all the items when bought separately, and find they are saving twenty-five cents buying the entire breakfast. The idea of a bargain appeals even to hurried breakfasters, so the number of orders on club breakfasts roll up.

Preparing this repast requires a little more elaborate preparation than the simple fountain breakfast outlined above. The Tid-Bit Shops have fitted up a compact kitchen back of the shop with gas range, ice-box, and dish-washing equipment. Here apples are baked the day before, prunes stewed, and all preparations that can be made in advance are made after the luncheon rush of the previous day. In the morning, all that is done there is the cooking of fried eggs or a little bacon, which is sometimes included to vary the menu, and the making of toast. An electric egg boiler has been installed as part of the regular fountain equipment.

The question of help is not a difficult one for the Tid-Bit Shops because they have a complete staff employed daily for the serving of luncheon. For breakfast, it has been found that two men behind the fountain can take care of the rush customers demanding the handy cup of coffee and doughnuts combination, while two waiters can take care of the table trade in these club breakfasts.

The chief feature of this breakfast trade, so far as the all-important item of profit is concerned, is that it enables the store that has bought the expensive equipment necessary for serving luncheon and tea to get additional use from this outlay.

#### Breakfast Trade Lasts Till Nearly Noon

The Tid-Bit Shops, even in the store in the middle district, as the 28th Street store is known, find that between a quarter of eight and nine o'clock, on an average fifty customers come in for the club breakfast alone. Equally as many take some lighter form of meal. All morning, from nine fifteen until eleven, people keep coming in, asking for breakfast dishes. A particularly brisk trade is done from about a quarter of ten on, when people with what is known as outside jobs, errand boys, salesmen, advertising solicitors, frequently drop in, either to sup-

plement an earlier breakfast or to make up for what they missed by going straight to the office.

To build up a breakfast trade, is a simple matter for soda fountain situated anywhere near a business district. How far each particular shop will go in this line, is a matter for each individual to determine. However, any soda store now preparing for the hot drink season can be sure of some breakfast patronage if a feature is made of hot coffee and chocolate early in the morning. Any fountain can easily prepare to supply such accessories as doughnuts, coffee cake, and rolls. Those now prepared to handle luncheon trade can take care of the more elaborate menu.

Aside from the direct profits from the sale of breakfast, soda shops have found that it is an excellent means of building good will. People have an idea that to serve breakfast is something of an accommodation on the part of a soda shop. It is something unexpected. Therefore, it gives your customers the idea that you are there to please. If they carry away their impression of prompt, quick service at a time when it means so much, they are more than likely to return at other times to patronize the main business of the soda fountain.

#### OIL TOWN FOUNTAIN HAS FINE DISPLAY

City Drug Store, Fred D. Brock, Proprietor, Maintains Quality Fountain Service in Breckenridge, Texas, and Finds Prospectors and Drillers Fond of Root Beer



Mr. Brock Gives Root Beer a Truly Liberal Amount of Window Space

Not all the up-to-date soda fountains are in New York, by any means, or even in the large cities. Many smaller cities have as high class fountains as can be desired but even at that the Eastern conception of boom oil towns hardly calls for soda fountains, much less high grade ones.

Mr. Fred D. Brock is an example to prove that this idea is all wrong. He is a live wire merchant in the Texas oil town of Breckenridge and he has a fountain and business there that anyone might be proud of. Moreover it has been built on the solid foundation of quality for Mr. Brock believes that quality has just as much appeal in a Southwestern oil town as anywhere else and his experience proves he is right.

Window displays are an important part of his campaign for attracting patronage and the accompanying illustration shows one which he says proved especially effective.

#### BEVERAGES SELLING IDEAS WANTED

Prizes Offered By Trade Journal For Best Plans For Complete Selling Campaigns To Widen Market For Bottled Soft Drinks

With the aim of interesting the beverage user in the sales problems of the beverage manufacturer, of promoting an interchange of ideas within the trade, and of bringing out new ideas for the more efficient merchandising of bottled drinks. The Beverage Journal of Chicago has just inaugurated a prize contest of special interest to soda fountain men. In this contest \$200 in cash prizes will be distributed among contestants who can supply "really practical plans for selling bottled beverages plans which the large and small bottler can put into effective use, thereby making money through increased sales."

The articles presenting the sales ideas must include, in not over 5,000 words, complete plans for selling bottled beverages, whether locally, nationally or in any district, with suggestions, sketches, copy and mediums, whether direct mail, newspaper, billboard, hangars, signs, advertising novelties, premiums, personal soliciting, trade journal or any other methods are employed. Selling ideas will count ahead of literary style. The contest closes with the year and the names of the winners of the First Prize of \$100, Second Prize of \$50, Third Prize of \$30 and Fourth Prize of \$20 will be announced in the February, 1922 issue of the Journal, which assumes all rights to the publication and use of the plans submitted.

It will be unusual if a good share of the prize money is not gathered in by men in the field covered by THE SODA FOUNTAIN, who use this publication to guide them in the knowledge of what beverage users want, what sales ideas appeal most strongly to those who sell beverages across the soda fountain, and what plans are winning success for the manufacturers.

#### MEXICAN SODAS COST SIX BITS

"If people object to food prices in the United States they should go to Mexico. There is where you really get your luxuries handed to you on a silver salver," said Mr. W. Baxter Brooks, president of the Commercial Petroleum Mexican Company, whose home is at Houston, Tex.

"In Tampico your nice sweet ice cream soda costs 75 cents and sundaes are equally expensive."

# Prosperity to Rule in 1922

## Twenty-four Executives of Large Manufacturing Concerns, in Soda Fountain Business Predict Year of Unprecedented Trade Activity in Symposium of Letters to This Journal

**F**OR the purpose of obtaining for its readers a clear consensus as to the business outlook in the soda fountain trade in 1922, THE SODA FOUNTAIN has asked several of the leading manufacturers supplying the trade with goods and equipment to outline their predictions for 1922 business and give their reason for the conclusions at which they have arrived.

Expressions of opinion on the business outlook written by twenty-four executives appear below. Others received too late for inclusion in the series will appear later.

Readers will find the tone of these expressions encouragingly optimistic. Some writers go so far as to say that 1922 will rank in trade history as one of the most prosperous years on record, a year to be coupled, not with 1921, but with 1919 and 1920. "The past year has simply been a breathing spell, allowing manufacturers and merchants to get 'set' for the activity to come," is the way one executive puts it.

### Orders Coming in Fast

One of the reasons for this optimism most frequently referred to is that contained in the number of orders for 1922 equipment and supplies already coming in. Soda fountain proprietors will be interested, in this connection, in the warning sounded in several letters to the effect that those who do not place orders for 1922 early are apt to find that these orders cannot be filled until dangerously late in the season. It is pointed out that the reduction of retail prices this year has opened the eyes of fountain men to the need of new labor—and material—saving equipment to keep up profits and that this realization is going to find expression in extensive replacements between this season and next.

The clearest comment on the vexatious price question is that manufacturers' prices now have reached bottom; that retail prices are still lagging slightly, but that fountain proprietors who give strict attention to quality maintenance can hold out against all unreasonable demands for "cheap" sundaes and sodas.

Several of the writers cite the growing popularity of the luncheonette idea and the expansion of the hot soda trade as reasons for expecting the 1922 season to show increased profits.

Here is how the manufacturers see the business outlook for the coming year:

### AMERICAN SODA FOUNTAIN COMPANY

While it is a fact that general business conditions during the past year have affected the soda fountain industry somewhat, I do not believe it has been affected to anywhere near the extent that the basic industries of the country have.

The soda fountain is no longer a luxury, as the public have begun to understand the real value of the beverages dispensed and it is safe to say that dispensers of soda fountain beverages have done as large a larger business than ever, during the past summer.

As we have not been handicapped by a large inventory of material bought at wartime prices, we have been able to take advantage of the decline in prices on raw materials and have given our customers the benefit of our reduced costs, and our prices are now practically upon a pre-war basis.

We are bringing out new styles for the coming season containing many refinements which will be furnished to our customers without increasing the price.

Bankers all agree that we are entering upon an era of very cheap money and this will induce expansion of business in all lines which, of course, will benefit the soda fountain industry as well as all other lines.

As the dispensing of soda fountain beverages is conceded to be one of the most profitable lines of business, considering the

small amount of capital required, I think, without being too optimistic, that the soda fountain industry as a whole can look forward confidently to a large expansion in business from now on. I am backing my faith in the outlook by preparing for the largest business during the coming season that we have ever enjoyed.

ISAAC F. NORTH, President.

### ROBERT M. GREEN & SONS

There are few industries which are more susceptible to the trend of business conditions than is the manufacture of soda fountains. A chart of our sales for the past forty-six years would be an excellent indicator of the general business condition of the country during those years.

Every indication points to a business in 1922 which will exceed the banner years of 1919 and 1920. We are making every effort to get our factories and stock in shape to meet the demand which we are positive will come.

Soda fountain buyers are of two general classes,—those who are just entering business and those who have inadequate or obsolete equipment. In 1919 and 1920 the buyers were mostly of the first class and in 1921 the majority of the sales were to merchants already established. These latter have been, and are, taking advantage of the lowered prices. From the tone of the inquiries reaching us there will be an unusually large number of replacements in soda water equipment for the 1922 season and there is an increasing number of new enterprises which will require fountains.

Nearly every fountain manufacturer will tell you that 1920 was the "big year." Many of them report a falling off of about 50 per cent in 1921. This has not been the case with us, however.

We greatly increased our trade journal and direct-by-mail advertising, and put out additional representatives. The results of going after the business hard were very gratifying. The volume of our sales for 1921 in dollars and cents was not ten per cent less than for the preceding year. In fact we shipped more fountains during the season just past than we did in 1920 but the money value was less on account of the lowered prices. Another speaking point,—our prices,—and the prices were at the bottom. A prospective buyer has nothing to gain by waiting. If he wishes to avoid probable higher prices and delays in delivery he should order now.

EDGAR L. GREEN.

### THE COMBINATION FOUNTAIN COMPANY

We do not believe there has ever been a time during the history of the soda fountain industry when the outlook was so bright for a record breaking season as now. Especially so, for the manufacturers who adhere strictly to quality, making price a secondary consideration, and schooling their salesmen to talk quality instead of price.

There has, up to this date, been a liberal reduction in the price of soda fountains and we do not believe that the manufacturers who stick to a quality fountain with their guarantee behind it can reduce prices any further this year. Considerable changes are taking place in the construction and design of soda fountains for the coming season, which, no doubt, will assist the manufacturers to some extent in price reduction.

It is our opinion that the customer who delays in placing his order this year stands a very good chance of not getting his fountain before the middle of the summer, due to the fact that there are not enough legitimate soda fountain manufacturers in the United States to supply the demand in normal times and there is no doubt but that the coming season will see a demand far beyond the demand under normal conditions.

Since July 1, 1921, the beginning of our fiscal year, our business has increased 50 per cent over and above the same period of any one year of the twenty-two years during which we have been manufacturing soda fountains and this increase is a very good indication of what the future holds for the fountain manufacturers who supply the business with vim and endeavor at all times to give the customers real value for their money.

Yours for Business

E. E. SWAIN, Gen'l Sales Mgr.

### THE BASTIAN-BLESSING COMPANY

It is quite generally known that the soda fountain trade is affected somewhat differently by unusual economic and weather conditions than general lines of industry.

Records show that an exceptionally hot summer always stimulates a big soda fountain business the following year. We all know what the past summer has been and the recollection of sweltering days in all parts of the country is still fresh in our minds.

Thousands of operators who last season failed to replace inadequate or obsolete apparatus early in the year were caught between "the upper and nether mill stones," and have realized that huge receipts in the shape of nickels and dimes were slipping through their fingers.

Keep in mind that fountain operators who were inconvenienced



by lack of facilities will form an army of early buyers the ensuing year. This experience will influence them to place orders early to insure complete installation before the hot summer days roll around.

Those who have studied the business history of the United States recognize the fact that the buying public do not watch dimes, nickels and pennies. They do watch dollars and so merchandise which requires the expenditure of Uncle Sam's paper money is let alone very often, while the public continues to spend small amounts as merrily as ever.

The policy of this institution has been to decrease our list prices the past year to the extent that current prices are practically on a pre-war level and there is no indication of a decline beyond this for some time to come.

Summing all of these facts we are conscientiously advising prospective buyers to determine their requirements earlier this season than ever before in order that they may be properly equipped to take care of what is generally predicted will be the biggest fountain trade in the history of the business.

THE BASTIAN-BLESSING COMPANY.

### THE BORDEN SALES COMPANY, INC.

We are glad to say that we find fountain conditions steadily improving. We believe that this is due to:

1. A noticeable improvement in employment and general business conditions.
2. The fact that prices at practically all soda fountains.
3. To the maintenance of the highest quality in all beverages.
4. To specialization by soda fountains in featuring the best-selling beverages.
5. To the adjustment of the fountain to the conditions in the particular neighborhood by featuring beverages and light luncheons of the proper kind and in the proper order, to keep the fountain busy every hour of the working day.

We believe that every soda fountain with the exception of those, which due to their locality can only enjoy the summer trade, can remain open all the year round by selecting and featuring beverages carrying a seasonable appeal.

It must be remembered, of course, that we are back to pre-war times and that the total number of soda fountains has been tremendously increased, while consumption has been somewhat decreased.

The average sales of each individual fountain throughout the country, therefore, will not be as great as they were in 1920, but each one's sales should be greater in 1922 than they will be in this year, and those fountain proprietors who give this subject study and attention, should make 1922 the best year in their history.

The Borden Company plans to keep its prices at the very lowest possible point, consistent, of course, with the maintenance of supreme quality, and further plans to give greater, more satisfactory and more convenient service to those soda fountains who have so loyally cooperated with us during the past year.

THE BORDEN SALES COMPANY, INC.

### MULTIPLEX FAUCET COMPANY

We are receiving, from numerous sources, reports of a very great improvement in business, and especially from those from whom we buy our raw material; since this is metal, these other quote a good indication.

We look forward to a decided improvement in the soda fountain and supply business in general and trust that the buyers of this class of goods, will not have the same experience as the buyers of cotton goods had when the sudden and unexpected call for cotton caused the tremendous increase in price, yet the same condition prevails in the soda fountain supply line as did in the cotton business; that is, low prices and empty shelves behind the merchants' counters.

Besides the encouraging business outlook, our company looks forward to a big year because we now have practically every large syrup manufacturer using our fixtures. Some of those who have strayed away to try experiments are now back with us stronger than ever and we also have added several new manufacturers. As a result, our Service and Developing Department is busier than ever and this is a very good and healthy indication.

J. M. TRAVIS, President.

### AMERICAN CONE & PRETZEL COMPANY

It has been our experience that the winter soda fountain trade is growing every year and with the gradual reduction in the price of soda fountain refreshments, there is every reason to believe that this coming season should see the best winter business the trade has ever known.

Without doubt there will be a better opportunity this year than ever for soda fountains to sell light luncheons. There are a great many people who are commencing to curtail their luncheon expenditures and from these people the soda fountain conducting a luncheonette department will draw many new customers.

We feel that a return to the five cent coin will stimulate the sale of ice cream cones and that the winter business this year should be very much better than last year.

"Hard times are not going," but it is certain that soft times are going. As prices come down the buying public becomes more particular and more discriminating, but I believe that the dealers who watch their quality and their price will give the public intelligent service and will find a marked improvement in their business over last winter.

L. J. SCHUMAKER, President.

### BENEDICT MANUFACTURING CO.

The advance in cotton, the activity in the textile centers, the better showing of the railroads in the past few months and the upward tone in the stock market all point unerringly to better times to come.

The past year has been a breathing spell for manufacturers and merchants to get "set" for the activities to come and in the meanwhile those businesses which have vigorously gone after business have come through the year in better condition than when they entered it.

We look for the next two years to be years of slowly increasing business activities with the crown of success going to him who hustles.

Much waste crept into the soda fountain business during boom times and dispensers have not been slow to install money-saving equipment as profits dwindled. This is well evidenced in the fact that our own production of silverware in September was greater than any previous September in the history of the business and throughout the entire past year of producing we have been able to keep practically our entire force employed.

L. E. BARNES, Secretary.

### HOLCOMB & HOKE MFG. CO.

The man in the retail confectionery and soft drink business deserves a word of commendation. When conditions changed—and when prices started to drop all along the line—he was one of the first to get in line.

As a result he is in a position today to give the public a big run for their money. All—or practically all—of his stock bought at the old high prices has been sold at a slight loss. The slate is clean and he is doing business on a sound basis.

And he is increasing money. What is more interesting, he is casting about for ways and means of adding to his profits. He is hunting the merchandise that he can sell quickly, the thing that will sell. There is still much to be store more attractive, and consequently, more productive.

I am giving you the facts. The business is there if you go after it. As proof, we sold more Butter-Kist Popcorn and Peanut Machines in September than we have sold in any month this year.

FRANK L. CHANCE, Adv. Mgr.

### THE VITROLITE COMPANY

We have every reason to take a very optimistic view of the future. The South, on account of the cotton situation, is feeling already the favorable effects of the improved outlook in that section in increased activity.

We believe that, with the concentrated efforts which are being made toward a resumption of general building activities, a large percentage of the unemployed will be put back to work, which will naturally mean increased purchasing power. There has been a slow improvement in the general trend of business, and our business has been excellent for the last several months—in fact we have, by intensive sales methods, been able to keep pace with last year.

We have made a reduction in our prices in line with the general effort on the part of all business institutions to do their share in restoring to the normal an economic condition. Our line of Vitrolite equipment is more complete than ever before, and we look for an active demand during the coming fall and spring.

J. W. WILEY, Secretary.

### WM. M. CRANE COMPANY

The business outlook for the soda fountain trade is very encouraging, especially since the creation of the soda fountain luncheonette idea, which keeps the fountain profitably employed all winter as well as in the summer.

It has been our experience in visiting many of these luncheonettes that the most important essential is a high quality product.

A soda fountain cannot hope to build up a successful luncheonette business if the dispensers are careless about the food they serve. It must be clean, it must be served daintily and it must be tasty at the same time. The portions must not be small.

Since Vulcan gas ranges and equipment are being aggressively advertised to the soda fountain trade as having those qualities which insure good cooking with speed and economy, we expect business to grow in 1922.

A. W. HUMM, Advertising Manager.

### McKEE GLASS COMPANY

As we are manufacturers of an accessory only, we are not in as close touch with the situation as manufacturers of products which are sold over the counter by the soda fountain.

Glassware has suffered some along with other commodities on account of the higher prices, which of necessity are being charged. We have just made a reduction of twenty per cent in our prices on this class of ware, and with working conditions greatly improved, it will be possible to maintain a higher standard in our factory, as workmen are more alert, and show a greater disposition to exact the highest grade of workmanship in their power under conditions prevailing.

Our production will be the largest in our history, next year, as our already large factory, has been increased in order to take care of anticipated business.

GEO. D. SAILER, Secretary.

### SANI PRODUCTS CO.

From the graphic charts we keep of our monthly sales, we have been able to trace an increase in business during the months of January, February and March, 1921, and a quite pronounced decrease during April, May, June and July. The swing now is upward, starting with August.

We are making every possible reduction at the earliest possible moment and have made several price cuts so far this year. At the first indication that we are to procure anything in the way of raw material or labor at lower prices, we will immediately revise our prices downward.

Our line of Sani Products, even during the period of depression.



have been in very ready demand, and our factories at Indianapolis and North Chicago are organized and tuned up to insure prompt shipments.

C. G. MARKS, General Manager.

### KNIGHT LIGHT AND SODA FOUNTAIN COMPANY

It is our impression that the coming season is going to reward the manufacturer as well as the soda fountain operator who is on the job giving more for the money in service as well as material.

Competition will be keener, but the man who keeps his equipment in first class up-to-date, clean and appealing, will have nothing to fear. Prices are being reduced on soda fountain supplies and materials such as sugar, syrups, etc., but the operator who has the best of service, rendered by efficient, well-managed help and up-to-date equipment has not yet felt the necessity of reducing prices.

From the reports of our distributors, from the increase in inquiries and other indications, it is our expectation to do a 50 per cent greater business during the coming season.

CHAS. E. KNIGHT, Sales Manager.

### THE LIQUID CARBONIC COMPANY

While we have not permitted ourselves to become unduly optimistic over business prospects, we are laying our plans to take care of a greatly increased volume.

Improvements in soda fountain construction, some of which represent radical changes in the accepted methods of refrigeration as applied to fountains, will be announced to the trade. These improvements will undoubtedly appeal to dispensers who are using the old-style equipment and will stimulate demand. Dispensers generally will follow the lead of manufacturers of fruits and syrups and other regularities and reduce retail prices also, the consumption of fountain drinks will undoubtedly increase rapidly.

The outlook is encouraging for a gradual return to prosperity, but this condition can be hastened by a realization on the part of the dispenser that the day of excessive prices is past.

C. J. PALMER, Gen'l Sales Mgr.

### SEALRIGHT CO. INC.

The volume of Sealright business is a very good index as to existing conditions in the fountain trade and in spite of existing conditions we are happy to be able to report that our business to date for 1921 has shown a decided increase over the volume of our business for the corresponding period last year. We attribute this increase largely to the fact that soda fountains and retail ice cream dealers have enjoyed a good business this year to date.

It is the writer's opinion that the business of soda fountains will increase by leaps and bounds and that they are approaching a big era of prosperity. The fountain operator who is wide-awake and up-to-date in his methods will naturally reap a greater reward than the one who plugs along the same line on which he has been doing business since he started.

E. W. SKINNER, Vice President.

### THE GERMLESS PAPER CUP CO.

We feel the business outlook of today is very promising. In fact, the past six weeks has brought us more orders from jobbers than we have experienced for some time. We are looking forward to 1922 with much confidence.

The germless line of paper service having become a fixture in so many fountains, we have not so much felt the decline of business now noticeable in some lines. We feel, of course, this is partially due to the publicity we have gotten through your valued publication.

JNO. F. SOMERS.

### KEYSTONE FRUIT PRODUCTS COMPANY

Our plant has been working to capacity for some time on products for the soda fountain trade. We have found that the maintenance of quality and strict adherence to our principle of quick service has resulted in keeping us busy. Orders are plentiful as our customers apparently appreciate our efforts to give them merchandise at the right prices.

The outlook at present indicates continued good business. We continue to present new specialties constantly which attracts consumer trade.

We have several original specialties which the trade is taking up very satisfactorily and look forward to continued good business.

KEYSTONE FRUIT PRODUCTS CO.

### THE STANLEY H. KNIGHT CO.

We have re-vamped our whole business for 1922 to conform with the demand as we see it. We are introducing lower priced, larger capacity to the average standard length fountain, more pronounced sanitary features, and better and more direct distribution.

With these improvements and with a firm belief that next season is to be an excellent one for the fountain trade, we look for 1922 to be the best year our business has ever attained.

STANLEY H. KNIGHT.

### L. L. ROWE

The business outlook is very encouraging to us. The call for Rube Tamblers Washers and Hot Soda Apparatus keeps our usual force of help extremely busy. The growth of the hot soda trade, swelling profits throughout the cool months, and the increasing concern of the consumer about the sanitary equipment of fountains are factors which are influencing a constant upward trend in the sales of manufacturers who, like us, meet the demand for modern fountain equipment. We anticipate a big

year for the fountain operator who adds to the efficiency and attractiveness of his service by using up-to-date methods and apparatus.

L. L. ROWE.

### THE CLEVELAND FRUIT JUICE COMPANY

Based on the number and size of both contracts and specifications that are now being turned in for 1922 delivery, it looks like a prosperous year for the soda fountain industry. Our 1922 prices were announced October 1 and the drastic reduction has made the retailer feel very optimistic about the prospects for next season. As one dealer remarked, "The ten-cent sodas and sundaes are coming back. That is going to mean four or five times as much trade at the soda fountain."

H. C. BROWN.

### THE RUSS MANUFACTURING COMPANY

It is a little early in the season to prognosticate, but we can truthfully say that the situation is so much better than it was a year ago at this time and that we have every reason to believe that the soda fountain business will be greatly improved over 1921.

We are getting orders for stock outfits and showroom equipment where a year ago we were getting cancellations.

Many of the factories in Cleveland are starting up again and there is considerable construction work contemplated. From all indications, we feel that there is a general improvement and therefore look for much better business during the coming year.

L. S. LINES, Mgr. Soda Fin. Dept.

### LOCK-STUB CHECK COMPANY

There are a great many things which enter into the future of "The Business Outlook," amongst them being the Foreign Credit situation. In the main however, our opinion is that the normal requirements of the country will bring some improvement this fall but we do not think there will be much improvement until next year.

There has still to be a good deal of liquidation and the sellers, especially the retailers, must realize that the sooner prices are made sufficiently attractive to induce buying the sooner will business pick up.

H. E. DREIER, President.

### RICHARDSON CORPORATION

We feel more optimistic every day as to the outlook for 1922 business, and believe by spring that the soda water industry will be back on a normal basis.

We have done our part by making a substantial reduction in our prices and this will enable the retailers to put new prices into effect at their soda fountains. This should stimulate buying all along the line. Our salesmen are now calling on the trade and are meeting with great success in securing orders for next season's delivery.

DURBIN RICHARDSON, Sales Manager.

### RESEARCH INSTITUTE FOUNDED BY ICE CREAM MANUFACTURERS ASSOCIATION (Special to THE SODA FOUNTAIN)

St. Paul, Minn., Oct. 13.—Establishment of the American Research Institute, to be operated jointly by the National Association of Ice Cream Manufacturers and the International Milk Dealers Association, was announced at closing session of the annual convention of the Ice Cream Makers at the Radisson Hotel, Minneapolis, Wednesday. The report of the organization committee was referred to the executive committee which was empowered to take definite action. The approval of the plan indicated that it will be carried out, officials said.

Such institute would have three major objectives, according to A. B. Gardiner, Baltimore, Md., chairman of the Research Committee. They are:

Organization of library of all dairy books and publications in the world.

Institution of commercial and industrial ice cream and milk research.

Establishment of fundamental research work relative to public health, the work to be free from commercialistic elements.

Chairman Gardiner suggested annual \$50,000 appropriation for five years to establish institute and start programme. The proposal was endorsed by Prof. E. V. McCollum of the Bio-chemistry Department of School of Hygiene and Public Health, Johns Hopkins University.

Officers elected: C. G. Morris, New Haven, Conn., president; Morden Neilson, Toronto, Ont., vice-president; W. J. Weller, Brooklyn, N. Y., treasurer; N. Loewenstein, Chicago, re-appointed secretary.

## PORTLAND FOUNTAIN HAS SPECIALS

### Head Dispenser at the Hazelwood Tells Secrets of Preparation of Some of His Elaborate and Expensive Special Sundaes

Human psychology, from the soda fountain dispenser's point of view, develops the fact that men order differently from women, and old people order other than do their grown children. Even the youngsters have their own special form of service!

H. A. Pappas, head dispenser at the Hazelwood, Portland, Ore., the largest confectionery in the city, says that the majority of men ask for fresh lime freezes, fresh fruit freezes, fresh frozen mint juleps, orangeades, and phosphates. Women are prone to order chocolate sundaes, fancy sundaes, caramel sundaes, malted milks and the host of fancy, fluffy, and creamy fountain specials, as well as occasional sherbets. Now old people, says Pappas, usually take a dish of plain ice cream! The flappers like fancy sundaes, especially fresh fruit frappes. A souvenir sundae is what pleases the kiddies, often the souvenir itself is of as much importance as the ice cream.

Two of Pappas most popular fountain specials are Canadian Maple Fudge Sundae, and Honolulu Nougat Sundae. Here is how he makes them.

#### Canadian Maple Fudge Sundae

Syrup of Canadian Maple sugar:

4 lb. can of maple sugar;

2 lbs. glucose;

1 pt. water.

Bring to a boil, add 3 quarts of cream and 2 pounds of flaked almonds.

Pour over a No. 12 scoop of vanilla ice cream and serve in a shell dish at 35c.

#### Honolulu Nougat Sundae

4 lbs. granulated sugar;

4 lbs. glucose;

One quart water.

Boil to a 320 degree, add one pound of chopped walnuts and 1½ pounds shredded coconut and 1½ gallons of marshmallow syrup (this will hold it to a thick consistency).

Put a No. 12 scoop of vanilla ice cream in a fancy sundae dish, pour the Honolulu nougat sundae over the top and decorate with whipped cream. The Hazelwood gets 50c for this special.

The Souvenir Sundae, of which the children are so fond, is made of No. 24 scoops of vanilla, strawberry and vanilla ice cream, covered with grated nuts and topped with a tiny miniature toy or Kewpie doll. It sells for 50c.

Pappas offers a new fresh fruit sherbet every week, as well as a different ice cream special. He makes all the ice cream for the Hazelwood confectionery, and has lately concocted the Hazelwood special roll ice cream, a local innovation made in roll form, with a sherbet center. After the roll is well frozen it is rolled in ground nuts, and macaroons. A roll contains 1½ quarts of ice cream and sells for \$1.25. This special is suitable for luncheons and is a welcome deviation from the regulation ice cream brick.

Pappas started in the Hazelwood service as a bus boy, and by sheer ability, coupled with that pleasing personality, and a courteous manner, has worked his way up to head dispenser.

A critic was discussing John Singer Sargent, the artist, with Chauncey Depew, and remarked: "They say he painted a cobweb on a ceiling once and it was so natural that the maid wore herself out trying to brush it off."

"What you say about the naturalness of the cobweb may be perfectly true," retorted Depew, "but there never was any such maid, I'm sure."—*Harper's Weekly*.

## HERE IS HOW ONE NEIGHBORHOOD DRUGGIST GETS FALL AND WINTER BUSINESS FOR HIS SODA FOUNTAIN

One of the little up-town drug stores, located in a section of apartment houses, is preparing to build up a good Winter trade in hot drinks, specializing on that most popular of all, hot chocolate. As an opening gun in his campaign he made use of the first cool evening to display attractive signs calling attention to appropriate drinks.

The one which drew the most attention from patrons read as follows,—

Drink a Mug of Hot Chocolate

Just Before Bedtime

Restful

Healthful

Nourishing

During the first week this suggestion caused more than a few of those who read the card to form the habit of coming in for a drink late in the evening and it was followed by others calling attention to the soothing and healthful qualities of the beverage.

## THIS IS WHAT IS MEANT WHEN WE CALL SOFT DRINK IMPOST A NUISANCE TAX

A restaurant man who had inadvertently sold two plates of ice cream, separately from a meal owed the government 4 cents. He mailed to the internal revenue collector in Manhattan two 2-cent stamps, paying 2 cents also as postage. Then as much postage was used up by the collector to tell him that stamps were not legal tender; and as much more to send a certified check for 4 cents as a substitute—6 cents postage, or a sum 50 per cent greater than the tax due.—*Newspaper Item*.

It is cheering to learn that our Federal officials are so punctilious with regard to trifles. Inasmuch as the restaurant man had already paid the government 4 cents for his two stamps, the average citizen might imagine that the transfer of the stamps back to the government would suffice to close the transaction. But if so simple an expedient were permitted to pass, some unnecessary government functionaries might in time lose their jobs.—*Syracuse Herald*.

## BUSINESS PEAK REACHED LAST MAY

In a statement on Wisconsin business conditions Oliver C. Fuller, president of the First Wisconsin National Bank, said that the data compiled clearly show that the low peak of business was reached last April and May. Costs of production at this time in chemicals are fifteen per cent lower for materials, ten per cent for labor, twelve per cent for factory overhead and five per cent for administration, in this section.

On candy, material costs are twenty per cent lower, labor fifteen, factory overhead ten, and administration about ten. Average decline in materials exceeds labor about thirteen per cent, he added. Of ten large firms here, four are running as much national advertising as formerly, two have increased (one, 100 per cent) and four have decreased, but merely shifted to other forms of advertising, more of the "direct" type. Wholesalers report, added the statement, that, while the retail trade was slightly off in August and early September, much more free buying for the Spring of 1922. Drug stores are counting more on staple trade. On the employment side, an increase of 107 per cent is noted in such lines as textiles, shoes and leather.

# Coffee Urn Care Is a Problem

*Vessel Must Be Kept Clean Both Outside and Inside, Declares Expert Who Tells How to Buy Hot Drink Receptacle and How It Should Be Lined and Used*

By CARL H. ARWEE

NEVER unimportant, even in the hottest of hot Summers, the approach of colder weather is causing the urn to take its place as about the most essential piece of fountain equipment. Coffee, cocoa and chocolate will soon be popular beverages which the dispenser is called upon to supply and this means that these urns will be called upon for the heaviest kind of service. Of course, the ready-to-serve preparations have to some extent lessened the call upon the coffee and cocoa urns, but few big fountains yet have been willing to depend upon these preparations for satisfying their hot drink trade. Even if they have, this only means more work for the hot water urns.

As a matter of fact, the urns for the different drinks differ little in construction and use and may conveniently be considered under one head. The cocoa and chocolate urns are practically identical with those used for coffee except that they are provided with agitators to enable the beverage to be stirred from time to time. As for the hot water urns, they are the same as the coffee urns, but somewhat simpler in construction, since no lining is required.

This leaves the coffee urn as typical of the whole class and it is the coffee urn which we will discuss. The main requirements of a good coffee urn are simple. It must make good coffee, it must be easy to keep clean and it must be durable. What nearly every fountain manager is looking for when he chooses equipment is service. Sometimes the consideration of price enters and causes him to lose sight of the main point, but in general the important question is: "How long will it last?"

This is decidedly as it should be for the difference in price between the most and the least durable representatives of this line of equipment is too slight to be of determining influence.

## Solid Construction Desirable

In looking for durability in a coffee urn the first point of construction to watch is the weight of the body. Weight is not everything, but the urn may come in for some rough usage and it is sure to be under considerable strain from moving and from the constant opening and closing of the faucets and the refilling. If the body is too lightly built there is danger that it will give somewhere and become a source of expense and annoyance rather than profit. The legs, likewise, should be sufficiently stout to bear the weight of the urn and the strain of moving and should be fastened to the body in such a way as not to cause it to warp or twist when all the strain comes on one of them during moving. Some urns have the legs attached directly to the body while others have a band around the bottom to which the supports are riveted. The latter type is really preferable since the band strengthens both body and legs.

Another important point is to see that all metal parts which can come in contact with the contents at any time are non-corrosive. This applies to the linings of the faucets and to the place where the cover joins the body as well as to the interior of the urn, which may itself be of metal, though of course non-corrosive. Metal corrosion

by the coffee, and coffee contains much tannic acid which attacks iron readily, will not only damage the urn but will spoil the fine flavor of the coffee.

The lining of the urn may be of three types, stoneware, metal or glazed china. Choice is largely a matter of taste and comparative cost. Stoneware linings are the cheapest and, according to the Coffee Trade Publicity Committee, make the best coffee, but suffer from the very considerable disadvantage of being easily broken from the sudden changes of temperature. It must, therefore, be understood that if a lining of this type is chosen it will have to be renewed from time to time. Metal comes next in the scale of application. Metal linings are obtainable, made of non-corrosive alloys, and are practically indestructible. Some object to their use on the ground that the coffee flavor is damaged thereby, but this is a difficult matter to prove and they are used by many with entire satisfaction. China linings are obviously superior to any of the others mentioned and do not cost much more than the ordinary stoneware but they are by no means exempt from breakage, though they will last longer than the stoneware ones.

## Parts Must Be Easily Replaced

This brings us to another point of considerable importance to the prospective purchaser, the ease of replacing parts. Linings, especially the stoneware and china kinds, are bound to break and it is essential that it should be easy to remove the broken ones and replace them without too much difficulty. In many urns this can be done without unsoldering any joints or even unscrewing any nuts and this is an important point to watch for. Faucets, too, are not entirely exempt from minor disabilities and the construction should be such that they can be renewed without trouble.

Next to durability the great consideration is ease of cleaning. The coffee urn, in order not to become a liability instead of an asset, must be kept scrupulously clean and shining, both inside and out. And any one who has polished them knows that this is not always an easy task. So far as the exterior is concerned, the main requirement is simplicity of outline and the absence of corners and holes in which the dirt has to be searched for with a toothbrush or other special implement. The plain body with good lines and no fancy work is just as attractive in appearance and far easier to keep shining than one with a lot of useless decorations. It is well to watch the cover, too; where this fits onto the body is one of the critical points from the side of cleanliness. Here any dirt that collects is certain to get into the coffee, not to the advantage of that beverage. The joint should be such that a mere wipe of the cleaning cloth will effectually cleanse it.

Interior cleaning shows less than the exterior, but is more important. The lining is easy to clean but the faucets and gauges are just as important and more easily passed over, especially if the dispenser regards cleaning them as a disagreeable task. The faucet should be of such a construction that a cleaning brush can be inserted easily and there should be no nooks and crannies which the brush cannot touch. The gauges, too, are cleaned by the brush and are far easier to keep clean if they are of large enough diameter to allow the easy insertion of

a fair sized cleaner. These are small points, but they will appeal to the dispenser who has the cleaning work in charge.

The gas heating attachment practically always is satisfactory but it is well to see that it is placed at the right height. If the bottom part of the body, the shield around the burner, is of the openwork variety, then it will be desirable to have the burner about three-quarters of an inch above the lower edge of this shield. If, on the other hand, this shield is free from openings, the burner can be placed on a level with its lower edge. When the urn is to be placed near a door or other source of air currents it is safer and more economical to have a special shield which comes down to the counter and protects the flame from draughts which might extinguish it and which would certainly cause a needless waste of heat units.

#### Urn Deserves Good Care

Having chosen a coffee urn and chosen wisely, the next point is to take good care of it. The most obvious thing to look out for and one which is frequently neglected is to see that there is always water in the jacket. Strange to say, not a few dispensers have to melt out the bottom of one urn before this necessity is impressed strongly upon their minds.

Aside from this, the big thing is to keep the urn perfectly clean, inside and out. The exterior shows and consequently it is easy to remember to keep it polished but the polishing is not always wisely done. Best results are obtained by washing with warm soapy water and polishing with a soft cloth or chamois and plain whiting. Gritty substances, acids and many of the prepared polishes will spoil the plating in a short time.

It is really more important to keep the inside clean. The life of the urn and the taste of the coffee both depend on this and trade depends on the latter. To divulge a deep secret of the trade, more than a few fountains would lose all their coffee business if their customers ever got a good look at the inside of the faucets, which soon become coated with a slime unless cleaned every day. The lining should be washed out each day and the faucets and gauges carefully cleaned with brushes at the same time.

The coffee bag, as all know, should be cleaned as often as used, but not by boiling. A new bag should be boiled to remove the starch and sizing, but thereafter should be cleansed by rinsing in cold water and should be left to soak in the water until you are ready to use it again. Just one more point in this connection, a bag with a handle can be removed from the urn with fewer burns and less bad language than one not so provided.

Now assuming that an urn has been chosen with due care and good judgment and carefully handled, how long should it last? Few wish to commit themselves on this point and manufacturers naturally are reluctant to make any thing which sounds like a guarantee of long service. However it seems as if a good, substantial urn should give good service for at least five years and possibly for twice that period. Some are now in service which date their origin far back of 1910.

#### RULING ON GUM SUSTAINED

The Board of United States General Appraisers has overruled the claim of C. W. Sheldon & Co., that certain gum classed as chicle gum should be assessed at 15 cents per pound as crude chicle. The chicle was assessed at 20 cents per pound under the portion of Paragraph 36, which reads, "refined or advanced in value by drying, straining or any other process or treatment whatever beyond that essential to the proper packing." The protest was overruled and the action of the collector sustained.

#### WITH ADVENT OF WINTER YOU MAY NEED TO WARM THINGS UP WITH SOME OF THESE SNAPPY IDEAS

If you are not operating a Luncheonette this winter, you are losing a dandy opportunity to win trade and to make money.

If you have never served warm dressings for your ice cream dishes, you better look up the dressing and fudge urns and see what there is to it.

Be particular as to the quality of cream that you use, especially in hot drinks.

Do not expect that people will come in and order hot soda if you don't sell them on the idea of the advantage in the way of refreshment and the deliciousness of your hot soda first.

Hot malted milk will appeal to many people if you will work out some variations by giving a faint flavor of clove, ginger, chocolate, or coffee. Remember a faint flavor isn't overdoing it, by any manner of means.

It is good business at the fountain to keep your help as long as possible if it is satisfactory, or if you can train it to be satisfactory. Dispensers soon build up a following of their own if they are satisfied, and if you have a procession of new ones constantly coming and going, you never give the public a chance to feel at home.

Wherever there are people who eat, there is a chance for a luncheonette.

Adequate supervision of the fountain will insure uniformity of results, and this is what pleases the public.

One of the simplest and most appreciated of drinks is hot coffee, and yet how often it is wretchedly prepared.

If you close up your cold soda fountain in the winter time, you are literally driving your business to your competitor.

If you are asking good, fat prices for your fountain service, as you have a right to do under existing circumstances, be sure that you are giving quality and service in proportion.

You may be sick of the very sound of the word sanitation, but it is mighty necessary to keep it in mind and to let the public know that you are on your toes as far as fighting bugs goes.

If you are not enthusiastic about your fountain service, don't expect the impossible from other people. They will not value it any higher than you do.

Have some plain drinks of special deliciousness which will appeal to men, but do not overlook the fancy preparations and foods for your women customers. They are the ones who like the frills.

If you keep busy devising ways and means to attract customers, your business will now be most satisfactory. You will still sell plenty of cold drinks and foods, and added to these will be the hot soda customers.

# Good Coffee Not Difficult to Make

*Expert on Beverage Explains Details Which Should Be Carefully Watched If Resulting Drink Is to Be Up to Quality Standard Set by Discriminating Patrons*

By FELIX COSTE, Joint Coffee Trade Publicity Committee

A GOOD cup of coffee—isn't that the absolutely essential factor in a perfect meal, from the American point of view? Many an assortment of very ordinary food has been converted into an excellent meal in the opinion of the partaker by the magic of a fine cup of America's favorite beverage. But it is unfortunately equally true that many a meritorious meal has failed to satisfy merely because the impression created by the food was dispelled when it came to the coffee.

Americans are coming to be the greatest coffee drinkers in the world and the consumption is rising rapidly from year to year. It speaks well for the merits of coffee as a beverage that this is true notwithstanding the fact that the average of the coffee served in public places is far below the quality which could be attained with a little care and attention.

This must be the excuse for discussing so common an operation as the brewing of coffee.

We all want coffee to be made as well as possible; the drinker's interest in the matter is obvious, while to the manipulator of the coffee urn it will mean more coffee drinking and more business for him and to the importer and seller of coffee it will mean an increased demand for his product. And, after all, the problem is simple. It is only the neglect of minor details which are easily remembered and followed which keeps American coffee below the standard which it should reach.

Taking the various points in the order in which they naturally come the matter of equipment leads but it is the purpose here to discuss coffee and not the coffee urn. One or two suggestions may be offered regarding the drip bag. This ought to be made of a muslin which is fine enough to hold back the finest particles of the ground coffee. Muddy or cloudy coffee means that the drip bag is not doing this and there is no excuse for allowing such a state of affairs to exist. If powdered coffee is used the drip bag may be made of flannel, fastened with the fussy side in.

## Never Let Bag Dip in Brew

The bag should not hang low enough to dip into the brewed coffee; if water stands in the grounds the coffee will be overbrewed and will have a bitter, unpleasant flavor. As for the shape of the bag, it is well not to have it too narrow or conical and the sides should not be reinforced with material which will interfere with the free flow of the water.

Of course the bag is never dried and is never washed in hot water except when new and this is necessary to get the sizing and starch out of it. Remove the bag from the urn within a few minutes after the drip is finished and rinse it thoroughly in cold water. Then leave it standing covered with cold water until ready to use it again. The water seals it from the air and prevents souring which would otherwise occur. It is mistaken economy to use the same bag too long.

Next comes the water, which must be freshly boiled and must be really boiling when used if the efficient extraction of flavor, aroma and color is to be obtained. Boiling water has a temperature of 212 degrees Fahrenheit and will extract all the desired principles from the coffee,

but if water at only 150 degrees is used the extraction is only 50 per cent efficient, resulting in the loss of half the strength of the coffee used.

The coffee itself should be freshly roasted and freshly ground. After grinding it loses its strength rapidly and the delicious aroma which distinguishes good coffee is the first thing to disappear. Consequently the ground coffee if it must be stored at all should be kept in containers which are as nearly airtight as is possible.

## Fineness of Ground Coffee Crucial

Grinding is one of the most important items in the preparation of urn coffee. Pretty nearly everyone who has made much coffee has his own pre-conceived ideas on how finely it should be ground. It is not a bad idea for the fountain manager who is interested in the subject to make a few experiments with different grinds and find out what he likes best. Of course, the coarsely ground household coffee which is meant to be boiled is not suitable for the urn nor is the finer product which is used in the percolator. The principle of the urn or drip process is to extract the strength and flavor from the coffee by the quick contact of boiling water with the grounds. Obviously this cannot be done unless the bean is finely divided.

The usual plan is to grind coffee for the urn at least as fine as granulated sugar. Many users recommend an even finer grind, about like corn meal. There is danger though that too fine grinding will defeat its own ends and prevent the free passage of the boiling water.

As for the amount of coffee to be used in the brew, this is a matter of individual decision. But once having found the proper proportions of coffee and water, stick to them. Never guess on the proportions and think that it will come close enough to be all right. For the benefit of those who may want some guidance as to the usual amounts it may be stated that while coffee varies in strength it will usually be found that eight ounces of fine ground coffee will make a gallon of strong beverage. If it is coarsely ground ten to twelve ounces may be needed. In measuring the water allowance must be made for the water which will be held in the grounds, usually twenty per cent of that used. So for five gallons of coffee it is necessary to use six gallons of water.

## Urn Operation Explained

Now for the operation of the urn. Pour the freshly boiling water over the grounds in the drip bag. Never stir the grounds for any reason as, if the bag is properly constructed, the water will flow through rapidly enough. No agitation and no cooking of grounds and water together is necessary for complete extraction of all that it is desirable to extract.

Whether more than one pouring of the water is sufficient is a matter for differences of opinion. Some maintain that if the coffee is as fine as corn meal and the water is boiling one pouring is all that is needed and that a re-pouring only makes the coffee bitter and spoils its flavor. If the beverage obtained after one pouring is lacking in flavor and color there are three remedies open; use more coffee, grind finer or re-pour. It is up to the

maker to select the method which best satisfies himself and his patrons and then hold to it without deviation.

Proper service of the coffee is important. It ought to be served as soon after brewing as possible, or, to put the matter differently, it ought to be brewed as near as is humanly possible to the time of serving. It should not stand in the urn any longer than is necessary and, above all, it should be kept hot while standing. Nothing damages the flavor of coffee more than alternate cooling and heating in the urn. Serve hot and in previously warmed cups for best results.

If these suggestions are followed carefully there are few establishments which cannot bring up the quality of their coffee.

### PROPER CHOICE OF COFFEE IMPORTANT

**Quality Need Not be so High as in Coffee for Home Use but Good Body is Required—Broken and Imperfect Beans May be Bought Reasonably**

Choosing coffee for use in the fountain urn is not a difficult proposition. The maker of urn coffee has the advantage that he can use a cheaper quality of the beans than can the home coffee drinker. The reason for this is that in making coffee under the urn conditions it is never boiled and is not as thoroughly percolated as the home beverage and consequently, while proportionately more coffee must be used, it need not be of the most expensive grade.

The main requirement in urn coffee is that it shall hold its flavor and aroma practically intact during a more or less long period after it is made. Home coffee does not have to meet this test and many of the finest and most expensive grades would lose the delicate aroma which gives them their value if submitted to this ordeal. The quality demanded is that which the coffee men speak of as body. Many of the cheaper coffees possess this quality to a higher degree than the finer ones and are correspondingly desirable for the urn.

But it is impossible to find a coffee which will not lose somewhat in flavor and aroma on standing and to make up the deficiency many good coffee makers buy a mixture which contains a little chicory. Not that they would want to admit it to their customers, but a little does not damage the drink and it does add somewhat the keeping qualities and makes it possible to serve a good, strong cup of coffee even after several hours of standing. Needless to say the amount of chicory must be kept down to the proper proportion unless you wish to ruin the beverage. It is the over-use of this substitute which has helped to give restaurant coffee such a bad name. Its proper use is not as a substitute for coffee but in strictly limited quantities as a reinforcement.

### Brazilian Coffee Usually Used

Urn coffee is usually chosen from among the various Brazilian varieties. Several grades of Santos are entirely suitable and Rio coffees can sometimes be used to advantage. In buying the coffee it is well to know that the beans are graded not only according to quality, i.e., flavor, but also according to size. Where the coffee is to be sold in the bean as is usual to individual consumers appearance becomes an important factor and for that reason the large, perfectly shaped beans command a premium from the retailer.

There is a second size usually in which the beans are smaller and less perfect in shape and a third classification which includes the broken and imperfect beans as well as the especially small ones. For the purposes of the soda fountain this third grade is exactly as good as that made up of the large beans. The flavor is equally good and since they are to be finely ground anyway the customer never gets a chance to judge them by appearance. There

is frequently a saving of as much as four cents a pound to be obtained in this way and it is well worth while.

The best advice to the buyer of coffee is to get in touch with the coffee expert of some importing or distributing house and be guided by his advice as far as seems best. He will be familiar with the best grades of coffee for the purpose and will occasionally enable the purchase of a lot suitable for urn use at very advantageous prices. These lots of imperfect beans occasionally come on the market and are not suitable for retail sale. They are accordingly disposed of at a sacrifice and are snapped up by restaurants and lunch-rooms.

### WISCONSIN FOUNTAIN BARS TO STAND DESPITE PROHIBITION ENFORCEMENT LAW

The regulation of soda water bars will not be vitally affected by the bar removal or alteration section of the Severson prohibition enforcement law, according to state officers. The informal expression of Judge E. Ray Stevens, testing out provisions of the statute, that removal or alteration is not required under the law, is not expected to be contested in the higher court, when the formal decision is made.

A contest is seen over the licensing features of the new law. Should it be held by Judge Stevens that the statute requires all places selling beverages with a perceptible amount of alcohol to be licensed, it is said that a complicated enforcement situation would result. Such a decision would mean that most drug stores and ice cream parlors would be violating the law through operation without license, and Prohibition Commissioner Smith would be in duty bound to prosecute them.

If drug stores require a license, they are automatically cut off from the sale of liquor through prescription, since the law specifically provides that licensed places cannot lawfully have intoxicants on their premises, it is held.

### COURT APPROVES REFUSAL OF SPOKANE FOUNTAIN MAN TO SERVE NEGROES

Spokane soda fountain dispensers may use their own discretion in regard to serving patrons regardless of appearance or nationality according to a ruling made there Sept. 8 by Judge Hugo Oswald of the Superior Court in the case in which two negroes sued for \$2,500 damages apiece for the alleged refusal of Walter E. Savage to serve them due to their color.

Judge Oswald in his decision said in part: "The operation of a drug store and soda fountain is a private business and does not come under the provisions of the statute in regard to public places of convenience and amusement. The proprietor of a drug store or fountain, with or without reason, can refuse to serve any customer if he chooses."

The negroes, Smallwood Goff and James Woodson, who alleged that they were humiliated by the refusal of service declared that, not because of the damages involved, but of the principle in the case, it would be appealed to the State Supreme Court. They declared negroes felt that it was an unjust discrimination against the race.

### COFFEE DRINKING STILL ON INCREASE

Coffee drinking has increased 21 per cent, or 100 cups a year for each person in the United States, since the advent of prohibition, according to figures just made public by the National Coffee Roasters' Association.

American coffee consumption for the year ending June 30th was 1,281,601,596 pounds or enough to make 484 cups each for every man, woman and child in the United States. Total world production for the year ending June 30th was approximately 2,500,000,000 pounds.

## Orange Window Display a Winner

*Boyer's Seventh Avenue Pharmacy Found Big Demand in New York for Fresh Fruit Orangeade When Public Interest Was Aroused and Filled It With Satisfaction to All*

**O**RANGES and yet more oranges furnished the motif for one of the most striking fountain windows which New York has seen during this last Summer. The display used by Boyer's Pharmacy, Seventh Avenue near the corner of 49th Street, made a spot of color which attracted the attention of every passer-by on the Avenue. It did more than attract their attention—it induced them to come in and buy. In other words it fulfilled every purpose which the advertising efficiency experts tell us should be accomplished by a window display. They explain at great length what these purposes are, but the real one is to bring in the cash and Boyer's Orange Window did just this.

The accompanying illustration shows the window to excellent advantage but it cannot do justice to the subject because the facilities are lacking for duplicating the striking color which was the feature of the display. Two cases of large, luscious California oranges, uniform in size and color, were used and used to excellent effect. The background was in harmony and the advertising cards were not too prominent and were artistic in design. In the center of the display, occupying by right the place of honor, was the machine which was to turn these oranges into delicious, thirst-quenching orangeade and the spectators caught the connection all right.

### Display Pulled Trade For Blocks

This spot of color remained to brighten up Seventh Avenue for about ten days, as long as the oranges could be safely trusted not to turn color and destroy the color scheme. During this period Mr. Boyer's business in fresh orangeade jumped from practically nothing up to a point where the fountain was using from one to three boxes of oranges a day, never less than one box and frequently three, with a general average of about two boxes. Those who know New York and New Yorkers realize how difficult it is to persuade or compel them to go a block out



*This Window, Made up With Real Oranges, Was Most Talked of Fountain Display in New York*

of their way, yet Mr. Boyer is authority for the statement that he has built up a trade in orangeade which draws customers from as far south as Times Square, a long seven blocks away. But in this connection it should be remembered that Mr. Boyer was in the habit of drawing and holding fountain trade long before he featured oranges.

### Did Not Hurt Soda Demand

The best of the display from the business point of view is that although the window was changed several weeks ago, the demand for fresh orangeade has shown little sign of diminishing and still requires more than a box of oranges a day to supply its wants. Asked regarding the effect of the demand for orangeade on the other fountain business Mr. Boyer said, "The business which I have been getting in by the use of the window display is all additional business. My orangeade sales have lifted the total business just that much. I was told by some that I would be killing my business on regular fountain drinks by fooling with fruit juices, but it certainly has not turned out that way."

"The window has been a real sensation in a district which is well accustomed to sensations and it has attracted a surprising amount of attention. I have customers who are coming in regularly every day for orangeade, some of them from the offices and theaters at Times Square and naturally they do not confine their purchases to orangeade. The candy business has benefited largely by the influx of new patrons. The Orange Window would have been a success even if I had not made a cent on the orangeade, on account of the new people it brought into the store."

There is more to the business than merely displaying



*Orangeade is Served at Attractive Fountain Where Oranges are Much to the Fore*

oranges, according to Mr. Boyer's fountain manager, who gives here the explicit directions for making the best glass of orangeade that can be obtained anywhere.

#### How to Make the Orangeade

"First," he says, "the oranges must be carefully selected and thoroughly chilled. We use the best quality of California orange and not small ones either. The size we use are known as 128s, meaning that there are 128 oranges to the box. Oranges of this size are not the largest obtainable but are much larger than most of those sold at the fruit stands and one of them will make a delicious glass of the drink."

"These oranges, enough of them for a half days demand, are cut in half and placed in an open iced bin in the fountain, where they are kept chilled but are in plain sight of the customers. When the call comes for a drink the dispenser has only to place his glass, containing an ounce of simple syrup and some shaved ice, under the spout of the extractor and place the two halves of the orange successively in the machine. In a jiffy the juice is out and in the glass. Then a half lime is similarly treated to give a little tang to the drink and the glass is filled with plain water. Carbonated water is used if requested, but nearly all patrons prefer not to use it. The fruit juice flavor does not seem to be as fresh and delicious when carbonated water is used."

At Boyer's, this delicious drink is sold at the extremely moderate price of ten cents so it is not surprising that demand has been heavy. In a Summer when the so-called fruit juice stands have been selling a meagre glass of artificially flavored and colored beverage for five cents it would have been astonishing if many people were not willing to pay the additional nickel to exchange aniline dyes and citric acid (or worse) for a real drink of fresh orange juice.

#### Results Entirely Satisfactory

At any rate Mr. Boyer is well satisfied with the results of his efforts and he considers that he has disproved once for all the oft-repeated statement that fresh fruits are antagonistic to the fountain business in sodas.

The candy business of the Boyer Pharmacy deserves some mention for it runs the soda fountain a close second. Located on the edge of the theatrical district it would be natural to expect good demand for candy, more particularly the expensive kinds of boxed candy. It is this business which is sought and little effort is made to push the sale of the bulk goods. But anyone who desires a box of chocolates or fancy bon bons can certainly find what he wants there and in this line Mr. Boyer has many customers who will walk several blocks, passing numbers of other establishments with tempting displays of candy to purchase it where they know from past experience they will get only the freshest goods and the best treatment.

#### OAKLAND ADOPTS SOFT DRINK LICENSE

**Fees Up To Sixty Dollars a Year Required—Richmond Establishments Limited—Planters Company Locates In San Francisco—Other California News**

A new license ordinance has been passed to print by the city council of Oakland, Cal., and will doubtless be adopted, since no objections have been made against its passage. In its original form it was not acceptable to soda fountain interests and numerous objections were filed. In its present form it exempts all groceries and other places where soft drinks make up less than twenty-five per cent of the business and places the power for the revocation of licenses in the hands of the city council, instead of with the chief of police.

The original draft of the ordinance provided for the licensing of all places where soft drinks are sold and read that the council "shall" revoke the license upon the

recommendation of the chief of police. As it now stands the council "may" revoke the license after charges by this official. The purpose of the measure is to curb bootlegging, declared to be prevalent in Oakland.

The license fee is fixed at \$2 per quarter where three persons are employed in a place, \$5 a quarter for from four to ten persons, \$7.50 for employees numbering up to twenty and \$15 a quarter for establishments having above this number on the payroll.

The City Council of Richmond, Cal., is considering the adoption of an ordinance limiting the number of soft drink places to the present number, which is in the neighborhood of one hundred, and the city attorney has been instructed to draw up such a measure. This action is being taken because of the great increase in the number of such places, which is declared to be out of all reason, considering the limited population of that city. The ordinance would not prohibit the transfer of permits from one proprietor to a new proprietor.

The Planters Nut and Chocolate Company, of Wilkes-barre, Pa., manufacturers of nationally advertised products, has secured a long-term lease on the six story building at Davis and Pacific Streets, San Francisco, formerly occupied by the wholesale grocery house of J. H. Newbauer & Co., and has taken possession. The installation of machinery is under way and the new plant will shortly be in full operation.

Planters Nut and Chocolate Company started in business about fifteen years ago and has specialized on peanuts and peanut products, developing the business to a point where last year's sales amounted to more than \$8,000,000. The Western market is covered by a sales force of thirty men, calling on the wholesale trade, and this force will be increased when the big San Francisco factory gets into full swing.

A. Obici, president, general manager and founder of the company, made the preliminary arrangements. The manager of the new San Francisco plant is D. A. Driscoll, vice-president of the concern, and he expresses satisfaction with the facilities of the city for labor and for shipping.

The Ellamore Ice Cream Company, of Marysville, Cal., has been authorized by the Commissioner of Corporations to spend \$275,000 in the establishment of ice cream factories at Sacramento, Red Bluff and other places in Northern California. President W. J. Moore announces that \$50,000 will be expended at once in the erection of the main supply plant at Marysville, which will continue to be headquarters for the firm.

Albert G. Bunte, Sr., head of the firm of Bunte Bros., well known manufacturing confectioners of Chicago, Ill., arrived at San Francisco, Cal., early in September to spend a few weeks with his son, Albert Bunte, Jr. The latter is president of the Alberta Candy Company, 1062 Folsom Street, a concern which recently entered the local field.

Extensive alterations are being made in the old Acme brewery building at Greenwich and Sansome Streets, San Francisco, Cal., by the Acme Ice Cream Company. This concern is engaging in the ice cream manufacturing business on a large scale.

When a man praises others he is frequently insincere; when he praises himself his judgment may be faulty but his sincerity is unimpeachable.—Ungerer's Bulletin.



## Candy Kisses Made Center of Interest

*Many Novel Methods Are Being Used in Various Cities to Bring These Always Popular Confections to the Notice of the Public and Promote Sales*

**K**ISSES are a sweet subject, and they are a commodity which ought to be marketed easily, for like the osculatory variety, the candy kisses are very attractive. All that is needed is to bring them before the public in a striking manner and their appearance and taste will do the rest.

In the early Fall come the harvest home festivals and the county fairs, signalized by parades and fireworks and crowds of people. Many confectioners take advantage of these crowds, not only by having especially attractive window displays, but by entering a float in the commercial section of the parade. This was done to excellent advantage last year by the Broadway Candy Co., Everett, Wash., who knew that older people than Toddie "wants to see de wheels go wound" and that any public demonstration of the process of manufacture of confectionery products would be sure to excite interest.

Accordingly they rigged up a truck, elaborately trimmed in flags and bunting, and on it placed a dozen of their factory girls in white uniform, engaged in making their delicious candy kisses, cutting them by machinery, wrapping them in waxed papers and tossing the little cubes to the crowds. You may be sure that float was a popular one and that the youngsters, in particular, remembered it long after the more beautiful, but less "tasteful" floats had faded into the past.

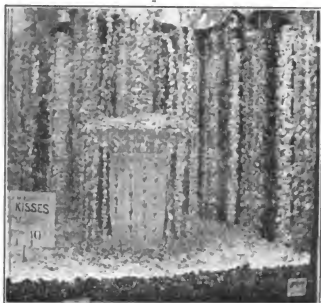
To the sides of the truck were fastened large canvas signs:

"Something New in Kisses"

"Best-Ever-Ett—Made in Everett, Wash.—"

By Everett People"

A Los Angeles chain store was another that entered a float in one of the fall carnival parades that immediately caught the fancy of the crowds. Taking advantage of the fact that jazz was riding the high tide of popularity, they decorated a float in yellow and black and on it installed a negro orchestra in yellow coats with big black



*A Fountain of Kisses*

felt letters on the back, "Jazz Kisses." The band rendered the most approved jazz selections and on a pedestal in the centre stood a negro in high hat and yellow swallow-tail coat, who threw samples of the candy kisses to the crowds.

On either side of the float appeared the signs:

**Molasses Jazz Kisses**

**The Most Delicious You Ever Tasted—Try Some Today**

Both of their windows were given over to a display of the candy kisses. The first was backed with panels of yellow crepe paper, tied with streamers of white ribbon, in which nestled yellow and white daisies. The roof was a network of yellow and white ribbons, three inches wide, with daisies scattered among them. In the centre was a big red candy clipping and wrapping machine, operated during the busy hours of the day by a man in immaculate white garments. On the floor, close to the machine, was a mound of the yellow wrapped jazz kisses three feet high.

**A Fountain of Kisses Shown**

The second window caused many exclamations of delight, for here was disclosed a Fountain of Kisses. The floor was covered with molasses kisses, wrapped in red and white papers. In the background were waterfalls of the candies, wrapped in red, yellow, pink and white papers and strung on cords. In the foreground a fountain of cardboard was constructed, and from it there issued a graceful spray made of molasses kisses, strung on fine wires, which bent over to give the desired curve of falling waters. A card set among the mass of kisses on the floor observed:

**This Is The Fountain of Sweet  
KISSES**

**Drinking of it will make you youthful once more.**

A third firm that made a very catchy use of the candy kisses in a Fall festival was Krause, of Portland, Ore.



*Kisses in a Fall Festival*

A feature of the reunion of the soldier boys was a big civic and commercial parade. Krause, to advertise his Rainbow Kisses, rigged up a big float, the sides of which were covered with fluted cloth in rainbow tints, with inset panels showing boxes of the kisses. Ribbons of rainbow hue garlanded the float from end to end. Mounted on the float was a small machine gun, presided over by several boys of the famous Rainbow Division. Two girls in white caps and gowns, seated at a table, rolled and wrapped the kisses, and the boys at intervals fired a charge of them from the gun. The bombardment of kisses made a tremendous hit, and the float with its soldier contingent was enthusiastically cheered all along the line.

#### Catchy Rhymes Attract Attention

The advertising of this firm was also decidedly novel, the ads being run every day during the reunion. They were small and compact, each surrounded with a neat border of candy kisses. The first showed an outline cut of a boy and a girl, with the couplet:

At seven, a sly kiss is so sweet,

To steal one now and then's a treat.

And one of the most delightful treats is a box of  
Krause's Rainbow Kisses

The next ad showed a youth and maiden, and continued the kissing verse:

At seventeen, it's sweeter still,

Where there's a way there is a will

And the sweetest kisses you can take to her are  
Krause's Rainbow Kisses

The third ad disclosed an elderly couple and ended the kissing stanzas:

At seventy it's just the same.

They still keep up the old, old game.

And Darby knows that nothing will please Joan better than  
Krause's Rainbow Kisses

The dealer who wished to vary this advertising a little would find it decidedly profitable to have these ads printed on separate slips of paper, together with his name, address, and the price per pound, and to enclose one with each box of candy wrapped and handed over the counter.

Olds, Wortman & King, Portland, Ore., was another firm that recently gave extensive publicity to the festive kisses. During the busiest hours of the day one Saturday early in the Fall a little miss walked about the candy department with a big basket of kisses on her arm and a pile of illustrated cards. To each child in the department she gave one of the wrapped kisses and to each adult a card describing and pricing them. She then wandered into the tea room and laid a kiss and a card at each plate. The card called attention to the special sale of kisses for that day only. To back up their newspaper advertising, attention had been called to a sale of candy kisses in the daily journals. They arranged a very effective window; in it were two tables, at one of which sat a young man in white, cutting up great lengths of candy, while at the other were two young women, also in white, deftly wrapping them in waxed paper. Set on a long low bench were a number of open boxes of the candy, and a big sign over the workers said:

#### Step in and Get a Kiss at the Candy Department

while a card attached to the bench, framed in a border of kisses, advised:

Made in the sanitary way: They're pure, that's sure.

"The cost of conducting the sale was comparatively slight," said D. A. Dinsmore, manager of the department, "and it was well worth it, as the candy sales, not only of kisses, but other confections, were noticeably increased."

## Instant Drinks Gain in Popularity

INSTANT drinks have been coming on the market in increasing numbers in the last few years and now there are many brands of coffee, cocoa and chocolate preparations which will give a good cup of the corresponding beverage by the mere addition of hot water. The great advantage of these products from the point of view of the fountain manager is that he can get greater speed of service by the use of them. There is no longer the work of making the drinks and caring for the various urns if these drinks are adopted and a plentiful supply of hot water is the only important requisite.

Notwithstanding the very evident convenience of these products there are few fountains which have adopted them as complete substitutes for the regular drinks. Coffee, cocoa and chocolate from the urns refuse to be wholly supplanted by powders and hot water. This is no reflection on the quality of the powdered drink extracts but represents a popular prejudice in favor of the older forms of the beverages. And it must be admitted that the soluble products do not make beverages which are exact duplicates of those made in the usual way. As a man who is interested in marketing both forms says, the soluble coffees and cocoas make drinks which may not be as good as the best which can be made in the regular way but which are well above the average of the regular coffee and cocoa served.

Looking at the matter from an unprejudiced point of view, it seems doubtful if these soluble beverage powders can ever displace the old-fashioned kind of a drink in the popular esteem but there is no question regarding the assistance which they offer to the fountain man. They are powerful allies and no one should be without a stock

of them for service to the increasing number of people who prefer them and for use in emergencies.

It is for use in emergencies that the soluble instant drinks are most valuable to the fountain. Every manager knows that there are times when there is a demand for hot drinks which cannot for some reason be filled. It may be so early in the morning that the urns are not yet ready for service or it may be at a time when the coffee or chocolate urn has been exhausted and there is no new supply ready. Or it may be early in the season when the fountain has not been willing to run the urns for the extremely limited hot drink demand which has arisen.

On occasions like these a preparation which can be made ready in an instant and requires only hot water is an invaluable assistance and renders it possible to get trade which would otherwise be lost. Best of all it helps the fountain to maintain a reputation for always being ready to serve what is asked for, regardless of circumstances.

Most progressive fountains now use the instant drinks in this way as auxiliaries to the regular urn service. So far, few have gone further and dropped the urn service altogether though some have tried this successfully and it is not improbable that more will do likewise in the near future. The sale of these goods for use in the home is helping to increase the demand for them at the fountain and not only this, but many of the fountains which have served them have built up a nice business in selling the small packages for home use.

Altogether, the future of the instant drinks looks exceedingly bright and wide awake fountain men know that their possibilities cannot be safely overlooked.

## "Nat the Nut" Mixes 'em Up for You

*His Columbus Avenue Fountain Has Reputation for  
Cheerfully Making and Serving Any Strange  
Combination Customers May Demand*

"WELL," said the young lady who had just finished a chocolate nut sundae with me in Nat's, "that's the first time that ever happened to me."

"That? What?" I ventured to ask.

"That soda clerk actually gave me a glass of water before I asked for it."

I chuckled. "Certainly he did. That was Nat."

"Nat who?"

"Nat the Nut. He's a Nut for service."

"That's a good, catchy name," quoth the Lady, "but what's the idea?"

"You've just about answered your own question," I began. "The idea is principally that the name is catchy. Nat is a young man with ideas. He has a soda fountain and things to make drinks with. Now he's hot after a reputation, and there's no surer way to that than a snappy title to start off with. Therefore, Nat the Nut."

"Do you mean to say he lets people call him that?" was the next question.

"I mean to say that with Nat it's almost an insult if you do not."

"How lovely!" she exclaimed. "I should like to know him better. He must be a very unusual man."

"Any one with an idea nowadays is unusual," I ventured. "I'll see that you get better acquainted with Nat to-morrow night."

"Don't forget. It's a date."

And so the next evening we strolled once more over to Dorn's drug store, Columbus Avenue and 93d Street, in which Nat has his fountain, and I introduced the Lady. Nat was laughing so he could hardly shake hands. I knew he must have a story up his sleeve, so I asked him to shoot.

"I wouldn't tell this to everybody," he snickered, "but here's a good one. See that fellow just going out?"

We looked around and saw the young man he pointed to.

"He just handed me the biggest laugh I have had in days," Nat continued. "You know, my specialty is to mix drinks any way you want them. That's my stock in trade. I know how to make all the old-time regular milk and syrup affairs, but anybody can do that. I want to train my customers to get what they like, in any form they like and made up exactly according to their own ideas. I think that one of your ideas is worth a half dozen of mine, and it's on that principle that I'm building up my business."

The Lady couldn't wait. "Well, what were you laughing at?" she put in.

"I was just coming to that," smiled Nat. "The fellow you just saw sprung a new one on me, a brand new one. You know, when you take into consideration that there



*Nat Says His Wife is as Much Interested in the Work as He Himself*



are just so many syrups and so many kinds of ice-cream, nuts, cherries, etc., it's pretty hard sometimes to think of new combinations. What do you think he wanted?"

We gave up. The vagaries of the human mind are hard to fathom. Nat demonstrated with gestures as he spoke.

"Three scoops of ice cream, vanilla, chocolate and strawberry, with chocolate sauce over them all and whipped cream on top. And then," he hurried on, for fear we wouldn't believe it, "he bought a bar of milk chocolate and broke it into it a finish. What do you

pieces over the dish to give it a finish. What do you think of that? Isn't that a corker?"

We were forced to admit that it was. "Are you going to put that one in your regular menu?" I asked him.

"Sure thing, as many times as he wants it. I don't think there are many others who would order it, but there's just my point. That's his dish. He likes just that combination, and I don't believe it's too much to say that there are not many soda fountains in town that would go to the trouble of making it up for him."

"I'm sure there are not," I agreed. "In the first place, there are not many of them that would have the strawberry ice cream."

"Oh," ejaculated Nat, "I always have that. I used to work in a place where they only had vanilla and chocolate and I saw the number of disappointed customers who would have preferred strawberry. None of them for me. I'd rather turn a flip-flop than have a person leave this counter without getting their full money's worth. And value isn't all in quality either. Service plays a large part in satisfying a customer."



*At This Fountain You Can Get Any Combination, However Wild, and No Question Asked*

# Hawaii Has Interesting Fountains

*Island Establishments Serve Tourists With Specials of Usual and Unusual Tropical Fruits and Equipment and Service Compare Favorably With Best in U. S.*

**F**AIR HAWAII, famed in song and story, is fast becoming known as a tourists' Paradise, and with the coming of the malihinis, as strangers are known, places of business are being brushed up, new stores are being opened and the leading cities of the territory are launching out upon a new era of prosperity. Some very fine soda fountains have been installed there of late, and with the passing of the saloon the soft drink business has assumed considerable proportions. Almost every grocery and cigar stand, especially those in the residential districts, carries soda water, ice cream and ices, and caters to the native and foreign population, but until recently there have been comparatively few soda fountains of the better class, even in Honolulu, from the reason that the white population is limited.

The residents of the Islands are naturally very proud of their industries and seek to foster these by patronizing them in every way possible and it is an inspiration to see the manner in which proprietors of soda fountains feature pineapples, papaias, native coffee, poi and similar products, and equally interesting to note the manner in which the public responds.

## Native Fruits Are Featured

In Hawaii they call the pineapple the "King of Fruits by Nature Crowned," and it lives up to this reputation, not only in appearance, but in sheer excellence and in the diversified manner in which it may be served. While there

is a season when this fruit is more plentiful than at other times in the fresh state it is always to be had on the Islands and forms an attractive part of the menu of leading refreshment places. It retains its distinctive flavor and color in the canned form and is a favorite with public and dispensers alike wherever there are soda fountains.

The Hawaiian papaias is not known outside the Islands, since it cannot be shipped in the fresh form and only recently have attempts been made to can it. In both appearance and taste it resembles a melon and may be best described as a melon that grows on trees. It is eaten more extensively on the Islands than even pineapple, forming a part of the breakfast in many homes year in and year out. It may be eaten with salt, like a melon, or with a salad dressing. Occasionally it is served at soda fountains with ice cream and at times papaias ice cream is made. More frequently it is to be had in the form of a cocktail. Experiments have been made in combining papaias with pineapples and some new products of this kind are now being marketed in the canned form.

## Tourists Call for Poi

Poi, the national dish of the native Hawaiians, is to be had at some soda fountains served in the form of a cocktail and is ordered largely by malihinis who wish to acquire a taste for it, but who cannot eat it in its natural form. This dish, which has a high nutritive value, is made from the root of the taro plant, which is grown



*This Honolulu Fountain, Henry May and Co., Ltd., Will for Beauty, Service and Sanitation, Stand Comparison With the Best*

on all of the islands. The roots are cooked, pounded, mixed with water and the mixture permitted to ferment slightly before it is considered ready to eat.

An excellent grade of coffee is grown in the Kona district of the island of Hawaii and this is served almost exclusively at high grade soda fountains. This coffee requires special attention to be at its best and great pride is taken by dispensers in the quality of the native coffee served.



*Pineapples, Bananas, Alligator Pears, Papayas and Guavas  
Delight at Hawaiian Fountains*

Among the latest and finest soda fountains to be installed in Honolulu is that of Henry May & Co., Ltd., adjoining their fine grocery store on Fort Street. This space was formerly occupied by the wholesale department of the firm, but some time ago it was decided that it was too valuable for such purposes and was transformed into a high class soft drink and refreshment parlor. The appointments are of high order and the shop is not only the finest of its kind on the Islands, but is the equal of some of the finest establishments to be found anywhere else.

Fountain and table service is offered at May's, and there is also a candy department. Only package goods are sold in the latter, climatic conditions being such that fine candies do not keep for any length of time on the Islands, except in airtight containers. At the rear of the store is a very fine ladies' rest room, with lounges, telephone, etc., fully in keeping with the best shops on the mainland. The store has a fine tile floor and the sanitation is of a high order.

#### Island Business Starts Early

Business commences at this shop earlier than in similar shops in the States, since stores in general open earlier. Dry goods houses and similar establishments open at eight o'clock, and long before this the streets are thronged with housewives on their way to the fish, fruit and vegetable markets. When a special sale is featured at a Honolulu store it is frequently the case that the place is crowded a few minutes after eight.

About ninety patrons can be accommodated at a time at the fountain and the parlor and frequently there is a waiting list during the luncheon hours and in the evening. There is usually a steady run of business from the opening hour until early in the evening, but the night trade is not heavy. Theaters close early and there is an absence of activity downtown after dark.

A special luncheonette is served between eleven o'clock in the morning and two o'clock in the afternoon. This is offered at 40 cents and about two hundred are served daily.

Patrons are given a choice of sandwiches, drinks and desserts, there being from six to nine of each from which to choose. The sandwiches are prepared earlier in the morning and are served in waxed wrappers to preserve their freshness. Hot and cold drinks are on the list and desserts include ice cream, pie and cake a la mode.

From two o'clock until five, afternoon tea is served at which sandwiches, cakes and wafers, and island specialties, such as guava jelly and preserves, can be had in addition to the usual run of drinks. A specialty is made of May's Old Kona Coffee at ten cents a cup, and so excellent is this that sales in the grocery store adjoining are greatly stimulated and considerable quantities sold to tourists. Patrons may go from refreshment parlor directly into the store, which is a model of its kind for neatness and general attractiveness.

#### Prices Same as in U. S.

The prices charged in this refreshment place do not vary much from prices on the mainland. Plain sodas and phosphates sell for ten cents, floats for fifteen cents, and freezes, frozen phosphates and glaces for twenty cents. Parfaits and plain sundaes sell for twenty-five cents, with five cents extra for nuts. Iced drinks, such as fresh buttermilk, tea, coffee and chocolate, are quite popular, and a uniform price of ten cents is charged for these. Plain malted milk sells for twenty cents, and for egg malted milk thirty cents is secured.

Ice cream soda sells for fifteen cents, but quantities of nut ice cream soda, double ice cream soda and May's Special, with whipped cream, are disposed of at twenty cents. Ice cream, sherbets and plain frappe bring twenty cents. May's Creme De Luxe is very popular, and is sold for thirty-five cents. This consists of ice cream, hot chocolate or butterscotch sauce and cake.

The usual list of fancy mixed drinks is offered, at prices ranging from fifteen to twenty-five cents, while fancy sundaes bring from twenty-five to forty-five cents, the latter being the price for a Coney Island. Many of the mineral waters offered come from California springs and include Napa Soda, Calso, and Bartlett Water. Napa Soda, so popular in San Francisco, is equally popular in the Islands, and is sold at May's at twenty cents, as on the mainland. The giving of gratuities is a common practice on the Islands, but patrons at May's are asked to refrain from tipping.

In common with most places Chinese and other Oriental help is employed, but a very careful selection has been made and the service offered is of a high character. Chinese girls in native costume are employed almost exclusively to wait on the tables, but white girls are behind the candy counter and in the cashier's booth. T. D. Lewis is in charge of this branch of the business of Henry May & Co., Ltd., and operates the establishment much along the lines which distinguish the fine store of Foster & Orear, San Francisco, Cal., where he was formerly employed.

The firm of Henry May & Co., Ltd., was founded in 1855 and has since been a leading factor in the wholesale and retail grocery business on the Islands. When the canning of pineapple was first commenced this firm handled a large part of the product for a time and did much to make the fruit popular in this form. Since the opening of its splendid soda fountain a specialty has been made of pineapple drinks and frozen dishes and the fountain is frequently decorated with magnificent specimens of "The King of Fruits."

Manager Lewis states that pineapple drinks are a great favorite and furnishes recipes for several specialties.

#### Fresh Pineapple Special

One slice fresh Hawaiian pineapple, one No. 20 scoop vanilla ice cream, one No. 20 scoop fresh pineapple water ice, ounce and a half of fresh pineapple fruit (grated),



walnuts, whipped cream and cherry. Serve in silver special dish. Forty cents.

#### Pineapple Smash

Ounce and a half of fresh grated pineapple fruit in syrup, one No. 16 scoop vanilla ice cream, milk, put in mixer. Use fine stream soda and serve in 10 oz. goblet. Twenty cents.

#### Tropical Delight

In 7 oz. stem glass place one ounce of pineapple fruit, eight pieces sliced banana, one No. 12 scoop vanilla ice cream, sprinkle with fresh grated coconut, top with whipped cream and a cherry. Forty cents.

#### Sliced Pineapple

Fresh sliced pineapple, topped with whipped cream. Fifteen cents.

#### The Palace of Sweets

Another interesting refreshment parlor in Honolulu is the Palace of Sweets operated by the Honolulu Cracker Company, Ltd., at King and Mauna Kea Streets, under the management of Joseph C. Fatt. This shop, which has a seating capacity of more than one hundred, has a large soda fountain, a candy section, bakery and tobacco department. It does a wholesale, as well as a retail business, and caters to parties and entertainments.

Its location is a highly interesting one, being near the great markets where the wonderful colored fish are offered for sale and where all Honolulu seems to shop in the cool hours of the morning. It secures its business from shoppers, from workers in the immediate vicinity, and from tourists who pass on their way to the docks, which are but a short distance away.

#### Hilo Has a Fine Fountain

The Hawaii Drug Company, which operates three large drug stores at Hilo, on the scenic isle of Hawaii, is the pioneer drug firm on that island. Its growth of late has been rapid and it has been meeting with such success in the soft drink and refreshment department that in the main store this business is almost overshadowing that of drugs.



*Fountains on the Island of Hilo Look Much Like Those on Island of Manhattan*

What is considered its main store is located at Haili and Kamehameha Avenues and was opened about a year ago. It is equipped with a large soda fountain and is also prepared to do a luncheon and general refreshment business, the only establishment on the island catering to this class of trade. So satisfactory has this been that the store is to be enlarged, the additional space to be given over to the parlor and lunch section.

The fountain, which is equipped with six draft arms, two electric drink mixers and hot soda urns, is well patronized. Ice cream sodas are the big sellers here and for these twenty cents is secured. Banana specials enjoy a large run and these are of an exceptional quality, large

quantities of bananas of a very fine flavor being grown in Hilo and vicinity. At present the ice cream handled by this concern, and practically all that is consumed on the island, is brought from Honolulu on inter-island boats, but when the main store is enlarged a refrigeration plant will be installed and it is then the plan to make its own ice cream. Twenty-five cents is secured for the ice cream at the fountain, while bulk ice cream sells at ninety cents a quart.



*Hawaiian Drug Company Offers Big Assortment of Box and Jar Candy to Tourists*

A large candy department is maintained by the Hawaii Drug Company, but only package goods are handled, owing to the moist climate. A large part of the candy is packed in glass jars, which are hermetically sealed, but quantities of chocolates and similar confectionery, are handled in paper packages, these coming principally from San Francisco manufacturers.

A great future is predicted for Hilo, this city being the gateway to the active volcano Kilauea, the objective for most of the tourists who visit the Islands. The Island of Hawaii is more than twice the size of all the other islands combined and contains scenic attractions other than the volcano which have scarcely been exploited. The soft drink business at Hilo is growing by leaps and bounds, but owners of fountains complain that there is a serious shortage of skilled help and suggest that mainland dispensers would do well to investigate opportunities there.

#### PURDUE UNIVERSITY GRADUATE WILL INTRODUCE BRICK ICE CREAM IN CHINA

Brick ice cream will be introduced to the Chinese republic this fall by a Purdue university graduate in engineering. Diam S. K. Chan, who was graduated in 1920, and now is attending the Chinese students' conference at Purdue. He will oversee the installation of an ice plant for a \$400,000 corporation in Hongkong, work on which will be started immediately after he returns home. He will sail from San Francisco, Cal., on the Empress of Asia, but will spend a short time in the East inspecting large ice plants, before leaving for the Western coast.

Since being graduated from Purdue, Chan has been with a Milwaukee (Wis.) ice machine manufacturing concern. He made a special study while here of refrigerating engineering in preparation for the work in which he is to engage in China. The company with which he is connected is the first Chinese owned ice company in that country. His brother and several other Chinese students, one of whom studied agriculture at Purdue, recently obtained a large tract of land near Hongkong and have started experimental work there.

"Pa, what are cosmetics?"

"Cosmetics, my son, are peach preserves."—Exchange.

## DRUG STORE FOUNTAIN SELLS CANDY

**Varying Plans Are Followed to Boost Sales In Sections Where Drink Trade Tends to Fall Off Seriously in Winter**

The time has come in many stores when the soda fountain is decreasing its demand for space and the tables arranged for customers of that department are less crowded. In some stores as soon as such a condition arrives the scenery is switched so that while enough stools and tables are available for fountain trade some are converted into other selling agents. Instead of allowing dust to settle on stools and tables, and thus waste valuable sales space, clever changes are made to continue the same number of sales per square foot.

Take the Lathrop-Ballou Drug Co., for instance. This Boise, Idaho, store no sooner sees the approach of the Fall slump in fountain sales than a successor is brought in and set to work, candies.

In the store room of the drug store there is a set of step-like fixtures that reaches the entire length of one side of the fountain. The seats of the two end stools on that side of the fountain are removed from the standards of the stools. The stairstep fixture is lifted up and the end posts of it are shoved down into the standards of these two end stools. The top step rests on the slab of the fountain. Next a fresh covering of crepe tissue paper is laid down on the steps and on this are placed a number of boxes of candy. Thus the fountain goes from selling drinks to selling candies and drinks



*Candy Rack Replaces Tables During Winter*

At the same time a mark is necessary to the salespeople in their selling. One store has found a way to get around this matter. The proprietor has individual showcards on each pyramid of candy at the same price. The lettering on the front of the card will refer to the kind or the group thus:

Chocolate Honey

Kisses

Take her a box!

When the customer asks the price the girl looks at the back of the showcard. There she sees it written in pencil. It is out of the customer's sight, but easily read by the salesgirl. This plan is one that seems to fit not only candies but perfumes and other gift lines.



*Part of Fountain Space is Given up to Temporary Candy Display Stand*

Then to another side of the space allowed for tables is swung another homemade fixture. This is a sloping rack on which are shown various small cartons of candy. Every package is within eye-range and the rack is a salesman in itself.

Another store also watches for the decline of the fountain sales and meets it with a large table of box candy. This table is made of a pair of 12-inch wide boards that are laid over some of the fountain tables. With candy pyramided on this plank table the sales start early and then replace the sales decline at the fountain.

A price mark on some goods is an objectionable feature. This is true of goods suitable for gifts, especially finer boxed candies. A man purchasing a box of candy, for instance, would feel embarrassed if the price mark would be there when the woman looked at the box; and yet at times this detail of erasing the price mark is overlooked by the busy salesman or girl. This is easily done when the mark is on the bottom of the box.

## WRITER APPEARS TO HAVE NO FAITH IN NON-ALCOHOLIC EXTRACTS

However improved may be the morals of the race, it is certain that the dainties of the table will not be made more delectable by the activities of the estimable interests devoted to the total dealcoholization of flavoring substances.

It is history that no material of the past or present has challenged the place of alcohol as the universal solvent. It is clean, odorless and inherently harmless. Of itself it is much to be admired as the manifestations of certain of its uses are to be abhorred.

Non-alcoholic flavoring extracts are notably perishable. Eliminate alcohol and you would go far to find one which can hold its own with time. Alcohol, cleanest daughter of nature, is the only perfect distributor and guardian of the essential qualities of a flavor. Its use, strictly regulated by sane and constructive regulations, is as indispensable as flavor itself. To ostracize it, through destructive statutes, is not to de throne sin but to elevate stupidity to the purple.

We wish that the able efforts of many engaged in the manufacture of so-called non-alcoholic flavoring extracts were centered upon the accomplishment of the possible. We can even desire that the capable attempts of prohibition housewives to charm their husbands with deserts or cakes flavored with them might be rewarded with the miracle of palatability.—*Ungezer's Bulletin*.

He who expects much from himself and little from others will prevent himself from being disliked.

—Confucius.

# Luncheonette Department

By EDNA BREEN

## New Field for Luncheonette Suggested

ANY progressive soda fountain making a specialty of the luncheonette, can be quite sure of having the field to itself, for the time being at least, if it will make a specialty of catering to the many people who are on a diet. While the plan has been tried most successfully by hotels, it has not as yet been generally adopted by soda fountains and tea rooms making a specialty of catering to the demand of those who eat a light lunch. Yet no class offers a greater field for new customers; for the word most frequently heard from those on a diet is "Oh, I can't eat any place except at home because I'm on a diet and I never can get the things I need at these places."

It has been facetiously commented on that one-half the world is dieting to get fat while the other half is dieting to get thin. While it is possible that this proportion is a little too conservative so far as the number of those trying to reduce is concerned, nevertheless it gives an idea of the number of people to whom special food is of prime importance.

Now, since the plan of having special menus for those desiring to add weight and those trying to lose it has been successfully tried out by hotels, the progressive fountain proprietor need have no fear that it will prove too startling a novelty to be of value. After all, this is no health fad but a practical measure recommended by the best physicians of the country. Vegetarianism and other isms are fads; dieting, as all doctors will tell you, is sane common sense, found most useful by all people desiring to gain or lose flesh.

The very fact that foods suitable for people on any kind of a diet are so difficult to get in public eating places is sufficient reason for many on a diet to avoid all hotels, restaurants and tea-rooms. Once it becomes known that your fountain is serving food that helps those desiring to lose flesh to keep down the threatening pointer on the scale, you will find that your counter will be a mecca to which the long-suffering dieting public will flock. Most people who are dieting, either for some such disease as diabetes or for over or under-weight, are doing so at the directions of a physician. Therefore, they know quite definitely what they want. However, there are many, especially among the fair sex, who are rudely awakened by the scale playing around the 200 mark and who suddenly decide they must watch what they eat or their friends will begin to call them fat. This class may not know definitely what to eat and what to avoid and will be most grateful for the help of such menus.

### How to Prepare Special Diet Menus

The simplest way to cater to the needs of this class of trade, which is increasing every day, is to prepare special menus labeled: "For Those Who Wish To Lose Weight We Recommend— — —" "For Those Who Wish To Gain Weight We Recommend— — —". The matter of a special menu for diabetes sufferers, consisting of dishes from which sugar is omitted, is a matter that all shops may not care to take up. Perhaps, it would be

better to begin with the special dishes for the thin and the stout and add the third type of menu only on demand from a sufficient number of patrons.

In order to make out menus suitable for these types, it is only necessary to understand a few simple, elementary principles of diet. Plainly stated they are: the stout desiring to lose weight should avoid heavy food containing large amounts of sugar, starch or fat. This automatically precludes such foods as potatoes, cereals, sweet desserts and drinks, white bread, meats and heavy sauces. The other rule is that the thin desiring to gain weight should eat all of the above and avoid foods containing much acid. This means such drinks as orangeade, lemonade, grape-juice, etc., salads with much vinegar, etc. If the proprietor of any fountain will consult a local physician, he will be able to obtain an extended list of foods meeting each requirement. Moreover, the interest of so reputable an authority will doubtless be the means of obtaining many additional customers. For his patients will not only question him, but the news will be passed by word of mouth, which, incidentally is the best kind of advertising.

### Special Menus for Those Reducing

Because the number of people desiring to lose weight is far in the majority, it will be advisable to consider their needs first. Some idea of the number of people in this class may be gained from the figures of a prominent concern featuring clothes for stout women, which has estimated that 85 per cent of the women in this country who are over thirty years of age, are above normal in weight. This is sufficient to prove that means of reducing will be popular with them, and for the masculine contingent we have the recent testimony of Irvin Cobb, who speaks feelingly on the subject of the Great Reduction.

How easily special menus for this class can be prepared by a soda fountain proprietor without any extra equipment, a study of the following list will show. Let us consider some of the main items that deserve a place on the menu of those reducing. To begin with, because sandwiches are the mainstay of the soda fountain trade, the most important item is bread. Let white bread be taboo on this menu. Use only brown bread, or in case there is a request for it, use gluten bread. However, almost every one likes brown bread, so that will prove generally satisfactory.

The next important rule is to omit butter. So that there can be no thought in people's minds that this is done as an economy measure, it will be wise to place an announcement over the fountain saying "No butter used on the sandwiches on our Reducing Menu" and the same announcement should head the list of sandwiches printed on the menus for the tables.

The fillings for these sandwiches may consist of lettuce, tomato, chopped green pepper, water-cress, etc., and for meat sandwiches, the best filling is chicken, either plain or minced. Care should be taken to omit mayonnaise,



and use only a simple French dressing.

Salads are an ideal food for the fat person. However, even in these care should be shown. Salads made of mixed greens, boiled, chopped and chilled, are ideal and these are especially delicious with a sharp French dressing. String beans, beets, tomato and water-cress can also be used for attractive salads. Combinations of these will occur in infinite variety to the mind of any chef, but one that has been introduced with marked success by a prominent Fifth Avenue hotel is simplicity personified. It consists of one part of beets to two parts of string beans. The beans are cut in short pieces, and the beets are cut in strips of the same size. The two ingredients are then mixed, and allowed to stand in a sharp French dressing. When ready to serve, drain, and place a small cupful on lettuce leaves.

This is mentioned to show how simply an appetizing salad may be made. During the winter months, plain string bean salad will be found an excellent feature, for by using the best grade of canned string beans and a good French dressing, a salad results which is every bit as delicious as that made with fresh beans.

An ideal hot dish to feature on the Menu for Those Reducing is a boiled vegetable dinner. This consists of nothing more than a combination plate consisting of a portion of each of various vegetables. The vegetables included may be varied according to the season. During the Winter months boiled onions, spinach, turnips, particularly the yellow turnip, beets, string beans, an occasionally pumpkin, may be combined to form an excellent assortment. Any four of these placed on a plate and appetizingly garnished with sprigs of parsley will make a satisfactory lunch, even for the hungriest fat man. During the Spring such vegetables as carrots, fresh string beans, etc., may be introduced.

#### Desserts For the Fat Man

It is an age-old axiom of housekeepers that the best part of a fat man's meal is his dessert. Therefore, the problem of the fountain proprietor is, in this instance, a little more difficult. For most desserts are made either of sweets or starch and both are taboo. Therefore, ingenuity must be used to make appetizing desserts that will include none of the harmful ingredients. Of course, water ices are the simplest solution. In hot weather, these will be by all means the most popular. On cold days, other desserts must be offered. A simply made, attractive dessert is fruit cup. This consists of oranges, grape-fruit and pineapple, cut up fine and mixed, like the covering for a fruit salad sundae. Chopped maraschino cherries should be added for flavoring.

Such stewed fruits as apricots, rhubarb and, above all, apple sauce make good desserts for those trying to lose weight. Canned pineapple is another item. Of course, in summer, fresh fruits and berries, served without either cream or sugar, occur in plentiful variety.

In Summer, the stout should be recommended to drink such fruit drinks, as orangeade, lemonade, grape juice, etc. Care should be taken to introduce only the minimum of sweetening in making these for such customers. In the Winter, chocolate should by all means be avoided. Coffee and tea should be served with saccharine instead of sugar.

To introduce this service to its customers, a fountain might find it desirable to feature special combinations each day. Offer a regular club lunch daily at a set price. A menu something like this would be ideal: Tomato bouillon, string bean salad, brown bread without butter, fruit cup. Another day, a luncheon of beef bouillon, two lettuce sandwiches and sliced pineapple might be featured.

Of course, the full menu of other dishes should be

offered for those desiring more variety in their eating.

#### For the Thin Desiring to Get Stout

The problem of the thin trying to get stout is on the whole much simpler than that of those trying to lose weight. The dishes to be avoided are few, and may be briefly summarized as those containing acid. This means salads with sharp French dressing, fruit drinks such as those contained on the preceding menu and large quantities of any of the foods recommended for the fleshy. While they will not do the thin person any harm, they will not do him any good, so far as gaining weight is concerned.

It is, on the whole, more difficult for a thin person to put on weight than for a stout person to take it off. Proper diet and exercise will work wonders in the case of the stout person, whereas, people abnormally thin usually suffer from some chronic ailment. However, very often, just plain malnutrition is all that is the trouble. Therefore, they should be recommended to eat foods as rich and nourishing as possible.

For this class of people, a heavy soup should be featured every day. The cream soups, especially cream of potato, cream of corn, and cream of asparagus, with an occasional introduction of heavy chicken soups are ideal. Sandwiches may be made of either white or brown bread, and should be made with butter. All the regular meat sandwiches, and in addition such combinations as cream cheese and nuts, cream cheese and chopped olives, should be featured. If salad sandwiches, such as chicken salad, lettuce, tomato, etc., are included, they should be made with heavy mayonnaise.

Hot dishes suitable for this menu are creamed chicken, baked beans, spaghetti, and occasional dishes of fancy potatoes such as potatoes au gratin. A most appetizing dish featured by a prominent New York tea room, consists of sweet potatoes and sliced apples baked together with a little brown sugar and molasses for sweetening, and served with sliced broiled bacon. This is a most nourishing dish and one that can be easily prepared. All rich foods that are ordinarily used can be put on the menu for those trying to gain weight. Egg dishes, such as creamed eggs and egg sandwiches and salads are excellent.

For desserts, all the pies, pastries, and heavy puddings that are ordinarily served may be included. Ice cream sundaes, particularly those with hot fudge sauce and nuts are excellent. For drinks, chocolate and malted milk, hot or cold, according to the season should be recommended. Egg drinks of all kinds are most suitable.

#### Beginning May be Simple

Any fountain proprietor intending to feature these special menus may start with a very simple plan. In the Boston hotel where it is generally conceded the plan was inaugurated, the management simply printed on its regular daily menu on one side "If You Want to Get Thin Eat:" and there followed a list of dishes and their prices. On the other side of their regular menu, appeared the line "If You Want to Get Fat Eat:" and again appeared a list of dishes and their prices. Many of these were the dishes that appeared on the regular menu and were simply transferred to the proper heading and repeated.

This same simple plan will prove a suitable start for any fountain proprietor desiring to go into this work. Of course, it might be wise to call attention to the new departure by stickers on the window saying "Have You Tried Our Fat Men's Lunch?" In a business district this would be especially popular. However, though the caution may be unnecessary, never, ch, never be so frank as to call a woman fat. In a shopping district let the slogan be softened to "For Those Reducing: Special Luncheons."

For the smaller number adding weight, such a slogan as

this appearing in the window will be sure to attract attention. "To Gain Weight Try Our Special Dishes."

At the fountain, where the list of sandwiches is regularly featured, it is again worth while to emphasize the new policy. In a prominent place this announcement might be featured "For those reducing we make the following sandwiches on brown bread without butter" and then follows a list of sandwiches given above as suitable for those over-weight. Another sign might read "You can eat between meals if you eat wisely. We suggest:" Other features may be devised by the proprietor. Also, the daily special lunch for both stout and thin should be placed in the window every day, until the policy of the store is well known.

Of course, if any store cares to go into this on a more elaborate scale, the policy of a well known chain of New York restaurants might be followed. These establishments place the number of calories of nourishment in each portion, before that dish on the menu. This means that they went to the expense of having the dishes analyzed by a chemist, and the exact amount in each portion determined. While this is an expensive process for a small store, a larger establishment or a chain of stores might follow suit with profit. It might be wise also, if any store adopts this policy, to tell how much fat, starch, carbohydrates, etc., each dish contains. Then those who are dieting scientifically will be convinced that you are catering to them scientifically.

#### HOME-MADE REFRIGERATOR PERMITS ICING AS EARLY AS IS DESIRED

The icing of the soda fountain should be finished by 7:30 if possible, and at latest by 8 o'clock in the morning. If the ice man does not get around so as to make this possible, arrangements can be made to have an extra supply in the basement taken in the day before.

In one large soda fountain where the ice delivery is belated, an amateur but nevertheless effective refrigerator has been constructed in this manner. Two large dry goods boxes were selected which were stout and firm. The inner one was enough smaller than the outer one so that there was a three inch space between it and the outer box on the bottom and the four sides. This space was completely filled in with fine clean sawdust. The inner box was lined with zinc and a fitted drain pipe soldered into place, which went down through sawdust and outer box, and drained into a cellar outlet. A hinged cover lined with zinc was fitted in place.

This make-shift refrigerator costs relatively little, and being very roomy, gave a surprising amount of storage. Here several hundred pounds of ice could be put the day before when necessary, and extra milk and cream kept here also. It was easy to clean, and early in the morning sufficient ice could be taken out and put into the refrigerating chamber of the soda fountain.

#### BOSTON RESTAURANT INSTALLS FOUNTAIN

A soda fountain has been installed by the Liberty Restaurant at 373 Boylston Street, Boston. This is a fine large Chinese-American Restaurant near the Back Bay shopping district, which has a large noonday trade of shoppers and students from nearby institutions, and a considerable after theatre patronage for suppers. The restaurant has a dance floor, with a snappy jazz orchestra, and the place is quite popular for dinners interspersed with dancing. Dancing makes people thirsty, hence the idea of establishing a fountain to dispense sodas and ices, with service at the tables, as well as in the space reserved for fountain trade, in which seats have been installed. Noonday patrons who like an ice or soda with their meals instead of some other drink, can have it served to them at the tables, and get more variety of flavors and combinations than with ordinary restaurant ices and ice cream.

#### THE OYSTER IS WITH US AGAIN

##### No Luncheonette Can Afford to Neglect the Patronage Drawing Possibilities of This Luscious and Popular Bivalve

Welcome ye oyster! Oysters have returned to the scene of action and are welcomed by those who are fond of the oyster flavor. The luncheonette and the soda fountain both make room for oyster dishes. Here are a few ideas in connection with serving them.

Either select an oyster man upon whom you can depend to give you the best of these bivalves, or else select them in person yourself. By specializing on oyster foods, enough should be used to make it well worth-while for an oyster dealer to cater to the fountain man. Only buy from day to day as many oysters as can be used. Give preference to first quality and charge accordingly.

Keep the oysters on the ice until wanted. Choice oysters should be large and plump and should not be slimy to the touch nor should there be a sour odor. Fresh oysters are appetizing and remind one of the odor of the ocean.

To prepare oysters for use, allow them to stand. Remove the oyster from the liquor. When the liquor is settling, remove from each oyster the large, tough muscle and any bits of clinging shell. Drain off the clear portion of the liquor rejecting sand and settlings. Wash the oysters quickly in very cold water in a colander. Shake and let them drain a few moments, then put the oysters and liquor back on the ice until wanted. The washing removes any sand or gritty particles from the valves of the oysters, and makes them far more delicate in the eating.

Careless oyster service is marked by oysters which are gritty, small and flavorless, and served with the tough, tasteless muscle left in them. This muscle is objectionable for two reasons. It is indigestible and also is of a nature to absorb poisonous substances. Anyone who has ever served or eaten oysters prepared properly, will never want to go back to the old careless ways.

##### Oyster Cocktail

Serve medium sized, ice-cold, prepared oysters in a stemmed sherbet glass, laying them upon a bed of finely chopped ice. Sprinkle lightly with Worcestershire sauce. Put one quarter of a lemon upon the side of the glass, and serve Tabasco sauce in a separate bottle.

##### Hot Oyster Broth

Heat two ounces of fresh oyster juice piping hot. Add a teaspoonful of cream, celery salt and pepper. Fill the glass with hot water. Serve with crisp soda crackers.

##### Oyster Stew

For each person, allow about five ounces (a little over half of a measuring cup) of solid oyster meats. Prepare the broth by taking one cup of water, one cup of rich milk, a piece of butter the size of a walnut, celery salt and pepper. Cook until boiling. Add the prepared oysters, bring to a boiling point, and cook one minute. Serve immediately.

##### Cream of Oyster Stew

Prepare as above, only thickening the liquid with a rounding teaspoonful of flour rubbed smooth with a tablespoonful of milk or cream. Add a teaspoonful of minced parsley.

##### Scalloped Oysters

For these, a smaller oyster may be used, and the removal of the tough muscle is less important. Take a greased baking dish either individual or a large sized.

Put in a layer of oysters and cover to the depth of one quarter of an inch with rolled cracker crumbs. Dot with bits of butter. Season with salt and pepper. Repeat, finishing with buttered crumbs on top. Take milk enough to just fill the dish, using a knife to let it go to the bottom on all sides. Bake from forty to fifty minutes in a moderate oven.

#### Fried Oysters

Prepare the oysters. Dry upon a clean cloth. Dip in beaten egg, adding a tablespoonful of ice water to each egg. Roll in cracker crumbs and fry in deep fat. Serve with lemon and garnish with parsley.

### BIG SUGAR SURPLUS REPORTED

#### Federal Company Estimates Carry-Over of 2,000,000 Tons and Predicts Lower Prices Will Be Needed To Market It

The Federal Sugar Refining Company in a statement issued recently says that in spite of the reduction in the quotation of Cuban sugar from  $3\frac{1}{4}$  to  $2\frac{3}{4}$  cents by the Cuban commission, no large movement of supplies can be expected unless further reductions are made. In the company's opinion the commission waited too long to cut its quotation, thereby permitting other producers to market their supplies, and the present reduction comes with the new domestic crop practically ready for shipment, while the period of heaviest consumption is past. The company's statement in part follows:

"Federal statisticians estimate that the carry-over in Cuba and the United States on Jan. 1, 1922, will exceed 2,000,000 tons refined sugar. Some 75,000 tons of outside sugars are still available for this market, the greater part of which will arrive this month. In Cuba there remains 100,000 tons not under the commission's control and nearly 1,600,000 tons under the control of the commission which are still unsold. Stocks of raws held by importers and refiners on Sept. 22 equaled 163,000 tons. The remaining balance of the Hawaiian crop reaches 100,000 tons. This makes a total of 2,038,000 tons, equal to 1,895,000 tons refined. To this must be added the new domestic beet crop, which, with the unsold balance of the old crop, approximates 1,000,000 tons, and the new Louisiana cane crop, estimated at 225,000 tons. This gives a total of 3,120,000 tons. From this should be deducted possible exports from Cuba and the United States from Oct. 1, to Dec. 31, which may reach 100,000 tons, and domestic consumption here of about 300,000 tons a month for the rest of the year. This leaves a carry-over of more than 2,000,000 tons.

"Our Cuban correspondent states that little is being heard there of a loan from the United States which would facilitate the Government's plan for the purchase of the remaining sugars, and that talk of a German purchase of 1,000,000 tons started with exaggerated ideas of the possibility of refining it there. A European demand seems far off at present; in fact, for over a month no sales of Cubas have been made.

"Home refiners in London, according to Federal's European correspondent, have reduced their price to 56 shillings duty paid, and buyers are hesitating to buy, fearing further reductions. Present weather in beet-growing regions is very favorable, and there is apparently little foundation for reports of damage due to drought."

#### With the Elect

"Now tell me why we should want to go to heaven," said the Sunday school teacher.

"That's where all the best people go," replied the little daughter of the social climber.

### SHORT U. S. RAISIN CROP FOR 1921 WILL HAVE BIG EFFECT ON WORLD SUPPLY

Announcement of the unusual shortage of the raisin crop of the United States in the current crop year calls attention, says the Trade Record of The National City Bank of New York, to the great growth in our raisin industry in recent years. It is only within a comparatively short time that we realized that the United States had qualifications of soil and climate for becoming the world's largest raisin producer. Since that time, however, we have not only supplied our own growing demand for this important article of food, but sent enormous quantities to our fruit hungry neighbors.

It was only in 1898 that our raisin exports were considered of sufficient importance to include them in the government's reports of foreign trade, the official figures of that initial year of the raisin export record having been 3,000,000 pounds with a value of but \$167,000. Since that time we have exported 550,000,000 pounds of raisins, valued at over \$50,000,000, the calendar year 1920 alone showing 110,000,000 pounds exported at a value of over \$13,000,000, the distribution extending to 75 countries and colonies situated in every grand division of the world.

Meantime, our imports of raisins which had run as high as 40,000,000 pounds a year in the "pre-raisin" period of our industries dropped to 10,000,000 pounds in 1900, 5,000,000 in 1910, 3,000,000 in 1915, 1,000,000 in 1918, and less than a quarter of a million pounds in 1919. With the recent shortage in our domestic supplies, however, coupled with a revival of the raisin industry in southern Europe, Asia Minor, and Australia, our exports in the fiscal year 1921 were but 24,000,000 pounds and our imports which had been 120,000 pounds in 1919 advanced to 14,000,000 in 1920 and 43,000,000 in the fiscal year 1921.

California is our chief raisin producer, practically all our enormous production originating in that state. The total raisin production of the country amounted to but 180,000 pounds in 1874, 103,000,000 in 1894, 190,000,000 in 1912, 264,000,000 in 1916, 300,000,000 in 1918, 340,000,000 in 1919, and 380,000,000 in 1920, but dropping in the short crop year 1921 to 220,000,000 pounds. The processes of turning the grape into the raisin have been greatly improved in recent years by the use of machinery for curing, seeding, packing and distributing the enormous crop in which we normally lead the world. Our chief rivals in the world's raisin industry are the Mediterranean countries, Chile, and southern Australia which has recently come into the field as a raisin producer. The United States produces in normal years 60 per cent of the raisin crop of the world.

### CUBAN SUGAR FACTORY BEATS RECORD

The greatest amount of sugar ever produced by any sugar factory in the world in a single season was turned out by Central Delicias, in Cuba, which has just closed with 768,378 bags, or 109,768 tons, of raw sugar to its credit. To convert this quantity of raw sugar into refined would keep the largest sugar refinery in the United States, the Brooklyn refinery of the American Sugar Refining Company, busy for more than 57 days.

### SNOW FOUNTAINS, INC. TAKE NEW LEASES

Announcement has recently been made that Snow Fountains, Inc., have taken a lease on two store locations in the financial district of New York and intend to install fountains and luncheonette immediately. One of the properties is on the ground floor of the building of the Canadian Bank of Commerce at 16 Exchange Place and the other is at 9 Pine Street and is leased from the Bankers Trust Company.

# Tea Sales Remain Largely Undeveloped

*Fountain Proprietors Who Wish to Appeal to the Lovers of This Beverage Must Expend Much Care and Thought in the Choice and Preparation of The Drink*

TEA is one of the most popular of the hot drinks and by all odds the easiest to prepare yet it is less served at the fountain luncheonette than the others. Coffee, cocoa and chocolate all rank well ahead of it. Why this is the case is not so easy to understand unless it is that more effort has been put into pushing the other drinks and bringing them to the attention of the public so that they are more intimately associated in the public mind with the fountain.

That there is a good demand for tea at the fountain, once people become accustomed to expecting it there, is proved by the experience of those establishments which have made a drive for the afternoon tea business. Many fountains, in sections where it is practical, have adapted their luncheonette departments to the serving of afternoon tea between four and five o'clock. This, as the name implies, means tea, though not a few of the patrons dispense with the beverage which is supposed to be the excuse for the lunch.

Tea is likewise available at nearly all fountains which do any luncheonette business but is more rarely called for, frequently because people are unaccustomed to ordering it and frequently because people with a real fondness for the beverage have tried it there and found it sadly wanting. In justice to its own reputation for quality each fountain should feel under an obligation to serve good tea if it serves any.

## Important to Have Boiling Water

This ought not to be too difficult since, as already remarked, tea is the simplest hot beverage to prepare. The essential requirement is to make it with boiling water. Moreover, to get the best results this water must not only be boiling but it must be fresh; that is, it must be fresh water which has just been brought to a boil and not water which has been alternately heated and cooled for hours in an urn. Water which has been treated in this way is flat in taste and spoils the delicate flavor of the tea.

Here is where most fountains fall down; they are not particular that the water used shall be at a boil and they are less particular that it shall be freshly boiled. In fact this last requirement is almost universally neglected on account of the minor inconvenience involved. It is easier to draw it from the hot water urn. One of the fountains which specializes on afternoon tea has an ingenious way of covering this situation. A special water heater is arranged with a small copper coil and a big gas flame to heat it. The simple act of turning a little faucet causes the flame to light automatically and in a few seconds boiling hot water is issuing from the faucet.

Too little attention is also paid to the choice of tea. Most fountains as well as most restaurants are content to buy the little individual bags of tea without much thought as to the quality. This is a very convenient and speedy way of handling the tea serving question as each bag contains just enough tea for a cup or small pot and they are bought in assorted varieties, with each little bag carrying a card purporting to give the kind of tea contained. Unfortunately the quality of the general run of the tea sold in this way leaves much to be desired and it is to be feared that frequently the different sorts differ only in the labels. Moreover, it is worth remembering that no real tea enthusiast would ever think of allowing his

precious leaves to steep in a cloth bag which detracts from the flavor.

The fountain serving tea must choose whether to make a special effort to get tea trade or to merely serve good tea and be content with the patronage which develops. If the latter course is chosen the choice of the tea becomes simple. It is false and foolish economy to buy cheap tea when a good quality may be used at a cost with amounts only to a minute fraction of a cent a cup more. Sixty or at most eighty cents will buy as good a tea as most persons are qualified to appreciate. Not more than three varieties are required. With an Orange Pekoe, an English Breakfast and a Formosa tea the fountain is equipped to meet the demands of most people.

Service should be in small pots, holding at most two cups. The tea should be measured in a spoon or scoop and placed in the dry pot, which is then filled with boiling water. Bags should be avoided for the reasons stated and under no circumstances should tea be served from an urn or other receptacle. If the tea is not fresh it is practically worthless from the standpoint of the drinker.

## Special Tea Sometimes Used

Those fountains which are making a specialty of afternoon tea put much more effort into developing the tea trade. At least one such establishment advertises Russian tea and makes good on the claim with a high grade Russian tea of a quality which sells at retail at fifteen dollars a pound. Needless to say the charge is in proportion to the quality and a pot of this Russian tea holding two cups is on the menu at forty cents. This shows an excellent profit for the tea is exceedingly strong and only a pinch is needed to make a cup of reasonably strong tea. The flavor is delightful and aided by the charm of novelty and the attraction of the fancy price has built up a good demand for the beverage, which is popular with two classes of patrons, those who appreciate exceptional tea and those who think that they must drink it because it is the thing to do. According to the manager, the latter class is much in the majority but from his point of view it does not matter why they buy it so long as they do.

Service here is in silver plated pots and the tea is put in in silver plated perforated tea balls. Lemon and sugar are served with the tea and cream if it is desired, though few are so foolish as to destroy the delicate aroma and delicious flavor in this way. All the usual accompaniments of afternoon tea are served and quality is maintained regardless of price. Imported jellies and preserves occupy an important place on the menu. But that is another story.

The tea situation, in brief, is that many persons would order tea at the fountains if only they could be sure of getting a beverage of at least as high quality as they are accustomed to at home. This holds good for every fountain that maintains a luncheonette. The business is there, waiting for someone to develop it. As for profits, tea costs less than coffee, cup for cup, it is easier to make and it will sell for the same price. Fifteen cents for a small pot of tea is almost a standard price, except in the more exclusive places, and at this price the margin of profit is entirely satisfactory, being higher than on any other fountain beverage.

# Chocolate Most Popular Hot Drink

*Universal Appeal of This Beverage Makes Its Preparation of Special Importance so That It Can Be Made Center of Attack in Campaign for More Winter Business at Fountain*

**H**OT chocolate ranks easily first among the Winter drinks at the fountain. One manager of a large fountain estimates that more cups of hot chocolate are sold at his fountain than of all the other hot drinks combined, including the bouillons. The experience of most will bear this statement out; hot chocolate is the real Winter drink. Its relative, cocoa, is much less important as a fountain drink, though served in fair quantity at many places.

The popularity of chocolate is such that many believe that there is no necessity for pushing its sale; it will sell itself. This attitude is a mistake. It will only sell itself when it is better than that served at any of the neighboring fountains. Then it will truly sell itself in a volume wonderful to behold.

The only question is how to make it better than anyone else can. Practically every fountain man who has given thought to his business has realized the importance of hot chocolate and has worked at perfecting his method. He has, usually, a pet procedure which he believes gives an exceptional beverage. For that reason it would be a brave man who would outline a method and put it forth as the best and only way to make perfect hot chocolate. Each brand of chocolate has its staunch adherents and many even prefer to buy cocoa and make their own chocolate, feeling that their product is better than they can buy.

## Individual Experimenting Needed

So with all these factors to be taken into consideration it is practically impossible to say how chocolate should be made. It is a problem in which each man must work out his own salvation, taking into account the preferences and idiosyncrasies of his particular patrons. For, after all, it is the patrons who are to be satisfied. A man may make the most wonderful chocolate in the world, according to his own judgment, but unless the majority of his customers are of a like opinion it profiteth him nothing.

The most difficult thing to decide in this connection is the problem of sweetening. Some prefer the beverage very sweet while others are sickened by too much sweetening. Both must be satisfied as far as is possible and herein lies the difficulty. Most fountains follow a middle ground, preferring to risk displeasing those who wish the beverage either very sweet or with very little sugar. Of course, it is entirely practical for those who wish the drink sweeter to put in more sugar, yet it is a fact that few will wish to do this, preferring rather to shop around among the fountains until they find one where the flavoring is to their liking.

In this way each fountain gradually builds up a chocolate trade which prefers the particular drink served there and not the one served next door. For this reason it is highly desirable to maintain the greatest possible uniformity in the hot chocolate. Each batch should be as nearly like the last as it is humanly possible to make it and never without adequate reason should the general formula be changed. To do this will surely displease a large portion of the patrons and even if the change is an improvement it will take a long time to accustom the fountain's public to the new drink.

## Use Plenty of Whipped Cream

One point in serving chocolate which many overlook is

the importance of whipped cream or marshmallow topping. Some fountains do not use it at all while others are disposed to economize unduly in the portions served. There is no excuse for this. A liberal spoonful or even two of whipped cream or topping adds little to the cost of the drink and improves the quality immeasurably. The trouble of having an adequate supply of whipped cream always on hand is slight in comparison with the returns which it will pay. It is the little annoyances such as getting no cream on chocolate which disgust patrons with a fountain. The matter of price is secondary to service and quality with most customers.

While exceptional hot chocolate will always advertise and sell itself, that does not mean that it will not sell better if given a little assistance. It offers one of the best points of attack for an advertising campaign to boost Winter business. Its almost universal popularity makes advertising regarding it mean far more to the prospective customer than an attempt to push something which fewer people care for. By advertising, it is not necessarily implied that it must be done on a billboard or in the newspapers. One of the most effective forms of fountain advertising is the use of cleverly worded and well drawn signs scattered about the establishment.

## Merits of Hot Chocolate Many

Chocolate lends itself readily to this sort of publicity for it has many virtues which can be extolled in prose or rhyme. It is not necessary to go into the wording of these signs here. Everyone can think of many things to say about chocolate and hundreds of clever suggestions have been offered and used in the past. It is sufficient to say that the point of most powerful appeal is usually supposed to be the food value of the drink. Variations may be played on this by talking of its healthfulness and its soothing qualities, its ease of digestion and its restful effect on jangled nerves.

Given any sort of pushing and chocolate will sell. Without any it will sell, but not as well. Even poor chocolate will sell to a certain extent. What more need be said to prove its enormous popularity with cold weather patrons of the soda fountain?

Cocoa is vastly less popular and while served to a greater extent in the home, is cast in the shade at the fountain by its more favored rival. Not all fountains serve cocoa at all and few have a large call for it, though keeping it on hand for the rare customer who prefers it to chocolate. Its use at the fountain is too slight for it to require any extensive mention but the same principles apply to it as to chocolate. If it is served at all, care should be taken that it is made as the customers prefer it and as deliciously as possible. Just because a drink is not popular does not mean that it should be made and served in a careless, slipshod manner which is a reflection on the reputation of the fountain.

## Plum Poem

Peter Peck ate a purple plum  
Which was partially neglected,  
So his mother had the doctor come,  
But all that he detected  
Was a pain in Peter's little tum  
Which might have been expected.

# Bouillons and Malted Milk Featured

*Special Hot Food Drinks in Variety to Please Every Taste  
Supplement Regular Winter Stand-by on Menus and  
Draw Patronage for Three Huntoon Fountains*

NOTHING gives a brisker tone to soda fountain business during cold weather than a wide variety of hot drinks. It is safe to estimate that nine out of every ten patrons during the cold days will want a hot drink. But, what all of them want is variety.

Therefore, says Roy Huntoon, who runs three fountains in New York, prepare early to serve your hot drinks in tempting variety. It is not enough to plan that you will have hot coffee and hot chocolate always ready. Start now to plan your drinks, experiment with each, find out how each can be most quickly made, what gives it the most appetizing flavor and what drinks are in greatest demand. A little judicious featuring of certain favorites on the first cool days will soon determine what your men customers prefer, what the women shoppers prefer and what the never-to-be-ignored school trade prefers.

Mr. Huntoon, whose long experience in the soda fountain field has given him a stock of excellent formulas for hot drinks recommends a wide variety.

"In addition to the standbys, hot coffee and hot chocolate, we have constantly on our menus, hot tomato bouillon, hot tomato bisque, beef bouillon, clam bouillon, and hot malted milk.

"While each fountain manager has his own ideas about the making of these drinks, all have found some little individual touches that lift even so commonplace a drink as beef bouillon above the average. While I have always bought prepared beef and clam bouillon, I have found that the addition of a small piece of butter to each cup of the bouillon before the hot water is put in gives the bouillon a richness and flavor that causes the memory to linger in the mind of the customer—and to bring him back for more. On the whole, men usually prefer either beef or clam bouillon served plain, but many women prefer it with a topping of whipped cream. Because it is much easier to put it in than to take it out, we usually serve the bouillon plain, and only add whipped cream to these drinks upon request."

## Tomato Bouillon Properly Made

Tomato bouillon, which Mr. Huntoon has found to be one of the most popular of the bouillons at his fountain, is something on which he particularly prides himself. "Too often, the customer who asks for tomato bouillon, finds that the soda clerk puts in a spoonful of something that looks suspiciously like catsup into the cup, and adds hot water. What results is a drink of red water—which has only one virtue. It is hot.

"After long experiments, we have found that the most satisfactory stock for tomato bouillon is what we make ourselves," he says.

The recipe, which has been used by Mr. Huntoon for a number of years, always with the most satisfactory results follows:

- One bottle of Heinz's ketchup;
- One can of Richards & Robbins Tomatoes;
- One ounce of beef extract;
- One teaspoonful of flour;
- Seasoning to taste.

Bring mixture to boil, and with measuring stick, test for proper consistency. When sufficiently thick remove from fire, cool, and place in bottles for future use. The recipe is for a comparatively small quantity, but it may

be increased until a sufficiently large amount is made at one time.

This stock, to which hot water is added for a plain bouillon, or part hot water and part hot milk for a heavier bouillon, is one of the biggest sellers at Mr. Huntoon's fountains. With it, he has built up a reputation among a large group of patrons who come to his fountain year after year for just this one drink.

"It is worth while for a fountain to experiment until it has perfected some one drink in this way, especially in cold weather," he points out. "In this manner, a firm reputation can be built among the customers who prefer that one drink, and when they want anything else, the cry is 'Let's go over to Blank's.' Or they recommend Blank's to their friends, who may care for the same thing, but who patronize the store for the simple reason that it has an established reputation."

## Tomato Bisque—A Rich and Nourishing Drink

Nothing that the soda fountain can offer in the hot drink line is more appetizing or more nourishing than hot tomato bisque. That this fact is not generally recognized by patrons of soda fountains is due to the fact that the drink has not been properly featured in many instances. If a fountain intends to feature this appetizing drink during the coming cold season, it will find it advantageous to mention it in window signs and stickers back of the fountain. A simple phrase such as "Hot Tomato Bisque. Nourishing and Appetizing" or "Hot Tomato Bisque—A meal in itself" will be sufficient.

The correct way to make tomato bisque according to Roy Huntoon, is to place the usual amount of the tomato stock described above in the cup, add a small amount of either water or milk, then a spoonful of malted milk, and mix in the electric mixer. After this is thoroughly mixed, fill the cup with hot water, and add a topping of whipped cream.

## Hot Malted Milk a Big Seller

Malted milk, according to this authority, is gaining daily in popularity. Whether it is in as great demand as a hot drink as it is as a cold one, cannot be definitely answered. In some sections, it enjoys its greatest favor as a chilled drink, for the addition of either vanilla, chocolate, or coffee flavoring permits of sufficient variety to please all tastes. For a very rich drink, part hot milk may be used. Of course, the electric mixer is indispensable.

When served hot, Mr. Huntoon has found, most people prefer their malted milk without flavoring. He explains this by pointing out that in the hot drink, the sweetness of the flavor is in some way made more pronounced. Most people do not care for a hot sweet drink, except hot chocolate. Just a pinch of salt, is what most people want in their hot malted milk. A few however, ask for chocolate flavor.

In the serving of hot drinks such as bouillons and malted milk, nothing is of greater importance than the seasoning. Of course, a certain amount of seasoning is already in the stock for tomato bouillon, beef bouillon, and clam bouillon. Therefore, the greatest care should be taken in adding any. The best rule to follow, is to add absolutely nothing, but to hand each customer salt and pepper and let him season his drink to taste. To add distinction to

the fountain equipment, it is a good plan to have celery salt and paprika on hand; for while comparatively few people use either, the few who ask for these seasonings will be impressed when they are supplied.

#### The Hot Drink and Luncheon Specials

One of the best methods of building up a luncheon trade for your soda fountain is by having a wide variety of hot drinks during the winter months. In busy centers, it has been found that people come in for a sandwich and a hot drink of some kind not only at their regular luncheon hour but also during the morning and late afternoon. Men with outside jobs, such as advertising solicitors, salesmen, etc., who get cold and hungry running around, frequently drop into a soda fountain two or three times a day. Shoppers and school children make up the bulk of afternoon patrons.

The tastes of these three groups vary. The men usually choose hot coffee, although any of the hot bouillions stand high in their favor. The sandwiches asked for are usually the old reliables—ham, cheese, tongue and corned beef. Women are very partial to hot chocolate as a drink, and so are school children. With both of the latter classes, the fancier sandwiches such as chicken salad, chicken egg salad, etc., are in demand. By watching the character of his trade, any soda fountain proprietor can easily determine what to feature.

At the new fountain in the State Drug Company store, an innovation for the soda field is about to be introduced. During the coming months, this fountain is going to feature a hot roast beef sandwich on toast. This is made by putting a slice of cold roast beef on toast that has been prepared in advance, and over all of which hot gravy is poured. The only caution that is necessary in regard to this is not to get the toast hard, and to be sure to cut off the crusts. Otherwise too much difficulty in serving is presented.

This outline of the menu for the cold weather to be offered in the heart of Manhattan can be successfully used by any soda fountain that wants to build a trade that lasts in hot drinks for cold months.

#### TELLS MERIT OF DUTCH CHOCOLATE

**General Manager of C. J. Van Houten & Zoon Shows Ways of Featuring Variety Made in Holland So As To Increase Sales and Establish Reputation**

By Walter J. Hamlin

No keen, up-to-date soda fountain operator, out for business and determined to see that every new customer is made a permanent customer, will take a chance on the quality of the materials that go into his sodas and his sundaes. When cold weather comes along he is going to be just as fussy about the materials of his hot drinks; perhaps even more fussy, for many of the hot soda items must stand comparison, not only with what the customer can get at the fountain across the way, but with what he can find on his own domestic menu. Your tomato bisque, your coffee, your tea and your cocoa must compete for the customer's favor with the same things served on the home table, and it is a real triumph when you can get the man you serve to say: "By George, I believe that coffee is better than we have at home," or when the housewife sighs wistfully: "Oh dear, I wish I could make hot chocolate as good as that."

I would like to lay heavy stress on that matter of hot chocolate, which I believe to be the leader on most hot soda menus. By it, your menu stands, or falls, through it your profits rise or drop. Since yours is a soda fountain and not simply a luncheon counter your customers rightly expect some drink out of the ordinary and come to you quite as much to please the palate as to fill the stomach. This quest for rareness

and delicacy turns the demand to hot chocolate where, very often under similar circumstances, coffee would be called for in a restaurant. Therefore, it well behooves you to look to your hot chocolate and see that it represents correctly the high standards of your service.

There are many kinds and makes of cocoa which you may use for your hot chocolate. My interest is in Dutch Cocoa and I want to discuss its qualities, its capacity for satisfying your customers' demand for a superlative hot chocolate and the possibility of your making a feature of "Chocolate made of Real Dutch Process Cocoa" to establish a reputation for your fountain and impress your trade with your service.

Dutch Cocoa is good, in the first place, because the Netherlands who make it have the courage to throw out all inferior beans and concentrate on those of top quality alone. In the second place, it is good because the famous "Dutch Process" is one that disintegrates and knocks apart every little fibrous part of the cocoa bean, so that, when boiling water is added, the unusually minute particles go into suspension and remain soluble indefinitely.

It is not a difficult matter for a fountain operator gifted with the least grain of ingenuity to feature Dutch Chocolate in an attractive and compelling way. There is a call to the imagination and a unique picturesqueness in things Dutch that reaches everyone. We know one soda fountain man, who captured all of the juvenile trade—and, we daresay, a large part of the feminine custom—in his town by displaying prominently a picture of little Princess Juliana, idol of the Hollanders, over his fountain with this caption underneath:

**THE SAME DUTCH CHOCOLATE THAT  
KEEPS PRINCESS JULIANA OF THE  
NETHERLANDS ROSY IS SERVED  
DAILY AT THIS FOUNTAIN**

Further suggestions along this line are unnecessary. It is said that "good wine needs no bush." In the same way good chocolate needs no ballyhooing. Depend upon it, if your chocolate is good, it will soon be known as far as your trade reaches and Dutch Cocoa will thoroughly protect the reputation of your fountain.

#### PERSONNEL CHANGES IN H. A. JOHNSON CO.

There have been several changes recently in the personnel of H. A. Johnson Co., of Boston. A. L. Griffin is now in charge of the purchasing department, filling the vacancy caused by the death of G. T. Pearson, and A. R. Turner succeeds Mr. Griffin as general sales manager. V. W. Porter who was Mr. Turner's assistant in the soda fountain, ice cream and confectionery departments, is now manager of these departments.

It is the policy of this house to promote its own men whenever possible. As vacancies occur, as they find that this works to the advantage of their customers and gives them the benefit of the assistance of young men who have been trained in the details of their business.

#### E. W. PIPER GOES WITH PROUTY

Edward W. Piper who for the past eight years has represented the Liquid Carbonic Company in Baltimore is now connected with L. A. Prouty Company of Philadelphia. Mr. Piper is particularly well known to the trade in Maryland and will have entire charge of the sales of the Prouty fountains and carbonators in the State of Maryland, with a showroom and service department in Baltimore. He is also Secretary of the Maryland Bottlers of Carbonated Beverages.

# Ice Cream Department



Conducted by ALFRED C. FRASER

## Ice Cream Business Built on Quality

*Firm of Weaver and Wood Manufactures the Product for the  
Three Drug Stores It Conducts and in Addition  
Sells It Directly to Many Large Consumers*

WITHOUT one cent's worth of special advertising, the Weaver and Wood Company in Providence, R. I., has been able to build up during the past three years a large and steadily growing ice cream business. People drive in their automobiles for a distance of sixteen miles or more to one of the three Weaver and Wood stores where the cream is on sale.

These are two of the striking features of this business and cause one to wonder how it is done. The answer appears to be in paying the closest possible attention to the smallest detail and forgetting price and remembering quality.

Not until the ice cream is packed for shipment to one of the three stores or to the customer is any ice used. Artificial refrigeration is used throughout the plant.

A two cylinder ammonia ice machine is driven by a 7½ horse power, three phase, 60 cycle, 900 rpm. electric motor, with no voltage and overload releases connected in the circuit for the protection of the machinery. Should anything cause an interruption of the current, it is automatically cut off at the motor and the starter must be operated by hand to start it again. If too heavy a load is thrown upon the motor the relays also automatically cut off the current. These protective devices make it safe to go away and leave the machinery running without having anyone in attendance. For example the machine may be started on Sunday morning and allowed to run for eight or ten hours without any attention whatsoever.

### Storage Room Brine-Cooled

The pipe carrying the compressed ammonia runs to two expansion valves. One is just above the brine tank in which there are thirty-two fifty-pound ice cans. Another pipe branches off near the ceiling above this valve and runs to the expansion valve in the storage and hardening room where direct expansion coils form shelves upon which to store the cream and where the temperature of the room

### MANUFACTURE OF ICE CREAM BY DEALERS PROVES TO BE PRACTICAL

*The success of the Weaver and Wood Ice Cream Company which is chronicled in this article is symptomatic of the present trend of affairs in the ice cream business. Notwithstanding the fact that this company has adhered to the plan of marketing all its product through the fountains of the three drug stores and by direct sales to consumers they have built up a healthy and profitable business. Quality has, of course played its part in their success as it does in any line. However, their experience proves that it is practical for dealers to manufacture their own ice cream even if they do not control a large chain of retail distributing establishments.*

*More and more fountain owners are coming to the same conclusion and are deciding to do their own manufacturing, either independently or in co-operation with others similarly placed. It is hoped that this recountal of the methods employed by Weaver and Wood will be of interest and assistance to those who are planning similar undertakings.*

is held between about eight and twelve degrees above zero Fahrenheit. To enter this room it is first necessary to enter an outer room held to a temperature of fifty degrees or less where fruit and eggs are stored and where the cream is first mixed and hardened.

A short line shaft driven from an extra pulley on the ice machine furnishes power for an ice breaker, a rotary brine circulating pump, a 25 quart paddle type freezer and a 40 quart paddle type freezer. The circulating pump pumps brine from the ice freezing tank to the bottom of the freezer and this brine flows back through pipes connected to near the top of the freezer to the tank. This not only supplies the cooling brine to the freezers, but while the freezers are being used also causes a circulation of the

brine in the tank, for this brine is taken from one end of the tank and returned to the other end. No common salt is used in this brine, a solution of calcium chloride which does not rust the cans being used instead. Though the calcium chloride is a little more expensive, the prolonged life of the ice cans and the cans in the freezers more than makes up for this additional first cost.

The maximum capacity of this plant is about a thousand gallons of ice cream a week and it is worked steadily every day in the year with the exception of Sundays and holidays. The cold storage equipment makes it possible to store the cream in sufficient quantities to take care of holidays and Sundays without making cream on those days.

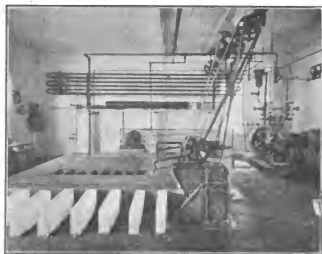
### Fresh Fruits Used When Possible

Only the highest grade of material is used in making the cream and this material is used throughout the process with the greatest attention to detail. Fresh fruit is used for the fruit flavors at all times when it can be secured. As much as 90 cents a quart for example has been paid for the strawberries used in the strawberry ice cream. During the strawberry season a good quantity



of berries are crushed and held in cold storage where they are kept fresh without the adding of any preservatives. No coffee extract is used, but freshly percolated coffee instead. The chocolate is cooked before being mixed in the cream. The macaroons and almonds are roasted. The cherries and raisins are blanched. No expense or effort is spared in paying attention to any detail that will make the cream better.

The assortment of ice cream and sherbets includes vanilla, coffee, strawberry, chocolate, cherry, lemon, pineapple, peach, orange, raspberry, maple walnut, frozen pudding, velvet de luxe and Venetian velvet. Four different kinds of brick ice cream are made.



*Compressor and Ice Crusher of Weaver and Wood Ice Cream Plant Shown Here*

Mr. Weaver who manages the ice cream end of the business has given very careful attention to the boxes in which the brick ice cream is packed. In fact the manner in which these boxes are printed is an indication of the thought that he has given to every little detail of the business. These boxes are printed with a strip of solid color five-sixteenths of an inch wide centered on the edges of the box. This means that when the box is put together there is around each face of the box a margin of color a little more than an eighth of an inch wide.

This margin serves two purposes. As it forms a panel for the printed matter on the face of the box, it makes the box much more attractive. Since it is a darker color than the box it does not soil so easily when it is taken out of the ice box. The fingers grasp the box at the edges where the color is printed and the finger prints do not show to the extent they would if the edges of the box were left plain.

#### **Appearance of Packages Important**

In order still further to preserve the appearance of the boxes, they are waxed on the outside after they are printed. This adds to their quality appearance and tends to give the purchaser more confidence in the contents. Mr. Weaver does not lose sight of the fact that the appearance of the package, after all has a great deal to do with the impression that the contents of the package will make upon the purchaser.

Another feature of these packages is that the package for each of the three different kinds of brick are printed in a different color. This does not add much to the expense, but does possess many advantages. In the first place it saves time and mistakes in serving customers and it prevents mistakes when serving customers. For another it gives the customer an accurate identification mark. The person who buys a brick to-day may not remember the name given to the particular kind of brick. He, how-

ever, can easily remember the color of the box and when he wants to purchase the same kind again, he can call for a red box, a brown box or a green box and be assured that he is going to get exactly what he wants.

The Velvet de Luxe bricks are packed in the boxes printed in brown. This cream is a French cooked cream, made from heavy cream and eggs and flavored with coffee, vanilla and chocolate. In the green boxes goes the Venetian Velvet, a cream that makes people come back for more. It consists of a macaroon cream in which the almonds and macaroons are carefully roasted, a pistachio cream for which the cherries and the Sultan raisins are carefully selected and blanched before using, and a frozen pudding containing cherries, oranges and pineapple. It is not what is used in this cream, however, that results in the pleasing sensation that it gives the palate so much as the careful manner in which it is made. It is doubtful if any French chef gives more attention to the preparation of his favorite dish than does Mr. Weaver to the preparation of this cream. That is one of the principal reasons why people will go so far out of their way in order to buy the cream.

Red ink on the package means that it contains a mixture of coffee, strawberry and vanilla, and blue ink that it contains a mixture of banana, lemon and chocolate. All the boxes of the same size are printed with exactly the same copy, the color being the only distinguishing mark, and the cream is sold under the trade name of Velvet Ice Cream. Using color for the distinguishing feature has proved even more satisfactory than printing the name of the combination on each package and it also saves a good deal of money in the printing of the boxes. But it is not the packages that are selling the cream, it is the quality of the cream itself.

#### **Three Gallon Cans Largest Used**

The cream is mixed in the cold room just outside the storage room and it is left here to cool and harden before being placed in the freezer. From the freezer it goes to the cold storage room where it is still further hardened, the brick ice cream being hardened in molds and the bulk cream in three gallon cans, into each of which is placed but two gallons of cream. After the brick cream has hardened sufficiently it is cut, wrapped, and packed in the boxes, when it is returned to the cold room where it is stored.

The use made of these three gallon cans is an interesting detail of the business. No larger cans than these are used. The company sells all its cream at the soda fountains in its three stores or directly to churches, lodges or others desiring quantities of cream for parties or other social gatherings. The cans are given a thorough washing usually within twenty-four hours from the time they are packed in ice and salt. When a can is nearly empty in any one of the stores, it is removed from the iced box and replaced with a fresh can, the space left at the top of the fresh can permits of cleaning the cream from the bottom of the can just removed and placing it on top of the fresh cream where it will be sold first. The can then goes back to the plant where it is thoroughly washed in hot water before being used again. The fact that the cans are washed daily and that they are never in a salt and ice pack for more than twenty-four hours adds greatly to their length of life. Cans that Mr. Weaver has used for more than a year show practically no signs of rust.

The prices of the cream are standardized. From a gallon up the price is the same per gallon for the same grade of cream regardless of how large a quantity purchased. Under ten gallons a delivery charge of fifty cents is made on each order within a reasonable distance of the plant with a higher charge for long distances. Over ten gallons no delivery charge is made.

Aside from a sign that was painted on the side of one

of the stores last July no advertising effort has been made to sell the cream. It has been made simply to supply the demand of the three soda fountains the company operates. The quality of the cream, however, has created a surprising demand for it.

The experience of this company has demonstrated that quality pays. There is another feature in regard to



*The Storage Room is Cooled by Brine and Shelves Just Take Three Gallon Cans*

quality that it is easy to overlook. Twenty years or more ago when a person wanted to buy ice cream he had to buy it at the nearest place selling it as a rule or if he was not satisfied with the cream sold there, he had the alternative of making it at home. To-day all this has changed. The concern making the grade of cream that appeals to people finds that distance from prospective customers is not the obstacle that it formerly was.

#### **Trade Comes From Miles Away**

The automobile has made miles shorter as far as time is concerned than blocks used to be. As a consequence people don't mind going a few miles farther, sometimes they don't mind going ten miles farther in order to buy exactly what they want. It is for this reason that people come a distance of sixteen miles or more to buy the ice cream that can be bought in one of the Weaver and Wood stores.

As Mr. Weaver remarked. "When people have company, they don't stop to consider the price they are going to pay for the ice cream they need for refreshments. They do consider the quality. If the quality is high enough they will keep coming back to buy more. If the price is so low that quality must be sacrificed people are likely to eat less and less ice cream. The high quality of the cream this company makes has been no small factor in creating a demand for it in winter that has resulted in a steady output the year round. When making ice cream that is to be sold directly to the consumer the greatest profit apparently lies in the best quality. In other words forget the cost until after the cream is made and then set a price that will cover the cost. But such a course must be tempered with a reasonable degree of judgment."

#### **A CORRECTION**

In our September issue we published a story regarding a new fountain in the State Drug Company's store, at Broadway and 45th Street, New York, wherein it was stated that the fountain was manufactured by the Stanley H. Knight Company, of Chicago.

This was an error. This fountain was installed by the Knight Soda Fountain Company, of Chicago, who manufacture the "Knight All-White Vitreous® Fountains."

#### **PERFECTION ANNUAL CONVENTION**

The fifth annual outing and sales convention of the Perfection Cooler Company was held at the Michigan City, Indiana, factory, Thursday, Friday and Saturday, September 15th, 16th and 17th. The usual business conducted in gatherings of this nature relative to future sales, plans, etc., was outlined. Meetings were lively and enthusiastically attended. On Friday, September 16th the outing was held at the Pottawattamie Country Club of the same city. Various sports and races were indulged in during the afternoon. The gathering was attended by agents and customers from all over the country and wound up in the evening with a dinner, with Mr. Watson B. Miller of Washington, D. C., as toastmaster.

#### **SODA FLAVOR MANUFACTURERS TO MEET**

A call has been sent out by the Secretary notifying all members of the National Manufacturers of Soda Water Flavors that the annual convention of the Association for the year 1921 will be held in St. Louis, Mo., October 24 and 25. Matters of vital importance to every member will be discussed and an urgent request is made to the members to attend if possible. It is hoped to make this the most successful convention ever held by the Association. Details regarding hotel headquarters and meetings will be covered in a later announcement by the secretary.

#### **SCHRADER'S ENTERS NEW YORK FIELD**

Announcement has been made that Schrader's, a Chicago company operating a chain of candy and luncheonette shops in that city, has leased, through Levin, Harris and Lewine, the ground floor and basement at 258 Fifth Avenue. The lease is to run for a term of years and the aggregate rental is understood to be about \$100,000. It is the intention of the company to make this the main New York store of a chain of candy and luncheonette shops similar to those which Schrader's is now operating in Chicago.

#### **AMERICAN FOUNTAIN FOR ENGLAND**

The soda fountain is taking a stronger hold on the English public than many well informed persons believed possible a few years ago. Many firms are installing them and a few British manufacturers have undertaken to supply the demand but most of those desiring high class fountains turn to America for them. The Knight Light and Soda Fountain Company of Chicago, has recently shipped an Imperial Knight fountain to Philip, Whitcombe and White, 86 Wardour Street, W. I., London.

"My son," said the father who was somewhat addicted to moralizing, "this is the age of specialties and specialists. Is there anything you can do better than anyone else in the world?"

"Yeth, thir," lisped the small boy, "I can read my own writing."

## Trade Notes and Personals

### East

An unsuccessful attempt was made on the night of September 30 to blow up the safe of the Trojan Ice Cream Company, Troy, N. Y. Four men were involved in the attempt and when interrupted in their efforts abandoned a big Packard touring car and disappeared after a spirited revolver duel with the patrolman who discovered them.—Ground has been broken at Alter and Fifth Streets, Hazleton, Pa., for the new ice cream plant to be erected by Alex Dwyer, local wholesaler. The building will be of brick and will be one story high. It will be equipped with the latest machinery.

—Edward Sharkey, Meriden, Conn., who has been affiliated with a number of pharmacies in the city, has taken over the fountain in Broderick & Curtin's drug store. In addition to managing the fountain Mr. Sharkey has also taken over the candy business. He will specialize in leading brands of candies and bon bons.

—Announcement has been made of the engagement of Miss Lillian Helen Forsaith of Morningside, Arlington, Mass., and Capt. I. Harold Angell of Roxbury. Miss Forsaith is the daughter of Mr. and Mrs. Charles H. Forsaith. She is well known as the general manager of a candy manufacturing company. She is also treasurer of two candy corporations. Capt. Angell is the son of the late Gilbert H. Angell. He served overseas with the 101st field artillery. The marriage took place Oct. 6.

—Ex-Mayor and Mrs. William P. Connerly of 308 Chestnut Street, Lynn, have announced the engagement of their youngest daughter, Margaret Louise, to Andrew L. Quirk, now in the wholesale and retail candy business at 17 Union Street, Boston.

### South

The extract manufacturing house of McCormick & Co., Baltimore, had as guests a number of the grocers of the city, who handle their products, on September 21. The visitors listened to an address on the manufacture of spices and flavoring extracts and other articles, and they were entertained with a luncheon and in other ways. W. M. McCormick, the president of the company, R. A. McCormick, the vice-president, and others spoke and some of the visitors responded.

—Waycross, Georgia, will soon have a new ice cream factory, according to a statement issued by B. J. Ford, of Brunswick. Mr. Ford is proprietor of the Glenn Ice Cream factory of Brunswick, one of the largest factories of its kind in this section of the state. Mr. Ford expects to make his new factory at Waycross a distributing point for a large part of south Georgia.

—The Royal Confectionery, 94 Baltimore Street, Cumberland, Md., has recently installed modern refrigerating and ice cream making machinery. The equipment is of the ammonia-brine type and no ice is required.

—The Sweetwater Ice Cream Factory, Sweetwater, Texas, was destroyed by fire, Sept. 15. The plant was located south of the Texas & Pacific Railroad.

—The Finney-Payne Drug Store, Garland, Texas, has installed a new soda fountain and have also painted the store, which adds much to its appearance.

—Jim Dockett, Valdosta, Ga., the Ashley Street druggist, has recently installed a new soda fountain in his store.

—The South Side Drug Store, Grand Prairie, Texas, has put in an ice cream and soda fountain. Mrs. Schrimp will be in charge of the fountain.

### Middle West

With the recent opening of the fifth Fannie May candy shop in the Pullman building, Chicago, is made public

one of the cheapest loop small store rentals heard of in some time. For a 20x25 shop with 5x23 in the rear only \$3,000 a year is paid the Pullman Company. The lease is for six years. The Pullman Co. through Ross & Co. recently renewed all of their ground floor leases at a substantial advance. The Fannie May concern has also opened their sixth store, a shop in the Palace theater building in Peoria, Ill.

—The Barr Dairy Co. of Davenport, Ia., wholesale jobbers in ice cream and dairy products, contemplates the transfer of its property and business for the benefit of its creditors, according to a notice mailed to all creditors of the company by Attorney James Lamb of the law firm of Lanz & Waterman. No change in the management of the company has been arranged, according to its attorney, but the company is asking the approval by its creditors of a proposed sale of its business to C. W. Brady of Rock Island.

—The Northwestern Ice Cream Company of Minneapolis, a concern owned and to be operated by retailers, as described in the September issue of THE SODA FOUNTAIN organized and filed articles of incorporation Sept. 15. The company is capitalized for \$100,000 and plans to erect a plant to supply not less than 500 retail stores.

—Mr. Fred S. Davis, for the past five years manager of Pittsburgh branch of the Liquid Carbonic Company, has resigned to engage in the marketing of a special soda fountain draft arm of his own design. The resignation became effective on October 1st and he will be succeeded by C. R. Ragsdale, former St. Louis salesman. Mr. Ragsdale has had a number of years experience as a salesman for the Liquid and in kindred lines.

—Approximately half a million visitors were expected in St. Paul to attend the national dairy show and the seventeen big conventions allied with the dairy industry which were held during the show at the Minnesota fair grounds, Oct. 8 to 15.

Harlow C. Stahl, representative of The Combination Fountain Company, has been transferred to the Michigan territory with headquarters in the Detroit Savings Bank Bldg. at Detroit, Mich.

### West

The firm of Riley & Bowers, pioneer confectioners and fountain men of Spokane, has abandoned its business at Lincoln and Sprague Streets due to inability to secure a suitable renting contract with owners of the building. Riley & Bowers have occupied the corner for the past 20 years and have operated continuously in that time. "It is a case of excessive rents being asked and our inability to get along on the space that we could use at the proper figure," said R. L. Bowers.

—Negotiations have been completed for the purchase of a site for the proposed new plant for the manufacture of ice cream, to be erected in Los Angeles, Calif., by a recently formed company, which is headed by W. E. Keller, president of the Globe Milling Company, and A. A. Comey, formerly vice-president and general manager of the Christopher Ice Cream Company. The project including plant and equipment, will represent a total investment of \$700,000. The factory will have an estimated capacity of 1,000,000 gallons of ice cream per year.

—Installation of a new automatic ice cream brick which makes possible the manufacture, in one operation, of a three-flavored ice cream brick, has been completed at the plant of the Dryden Corporation, Oakland, Calif., manufacturers of Kream of Kream ice cream. The new machine, according to R. J. Dryden, president of the corporation, is the latest thing in ice cream brick manufacture, doing away with the hand labor attached to the manufacture of the triple-flavored ice cream brick.

## Obituaries

**Thomas E. Lannen**, of Lannen & Hickey, Chicago, attorney for the Flavoring Extract Manufacturers' Association, died Sept. 17. Mr. Lannen was born in Philadelphia, May 25, 1876.



He was graduated from Chicago Law School in June, 1902, and was admitted to practice in Illinois the following October, and in 1909 in the Supreme Court of the United States. Immediately after his admission to the bar, Mr. Lannen engaged in active practice making a specialty of the pure food laws. He was general counsel for the National Confectioners' Association, the Flavoring Extract Manufacturers Association, the National Association of Manufac-

turers of Soda Water Flavors, the National Association of Manufacturers of Fruit and Flavoring Syrups, the American Manufacturers Association of Products from Corn, and the United Medicine Manufacturers of America.

**William A. Smylie**, Secretary and a Director of the National Licorice Company, died on Tuesday, Sept. 27, at his home, 330 New York Avenue, Brooklyn, aged 55 years. He was born in Brooklyn, the son of Charles A. Smylie, who was a member of the old firm of Young & Smylie that had a licorice factory in the Eastern District for many years. Mr. Smylie was a member of the Crescent Athletic Club and of Marsh Lodge 188, F. and A. M.

**Oscar Holcomb**, former ice cream manufacturer, died at his home in Brookfield, Mass., Sept. 16, aged 73 years. Mr. Holcomb was born in Paterson, N. J., and came to Brookfield in 1888. He had the reputation of being an expert ice cream maker, and after he sold his grocery 15 years ago, he made ice cream in a small plant. Mr. Holcomb leaves his wife, two daughters, Misses Josephine L. and Georgia of New York; a brother, Edwin L., of Hartford, and a sister, Mrs. Josephine Cane of Triple Creek, Ill.

**Roy Arthur Brush**, vice president of F. H. Roberts & Company, wholesale confectioners of Boston, died at his home in Newton Center, Mass., at the age of forty-two years. He was a native of St. Albans, Vt. In early life he was connected with the Pittsfield establishment of Eaton, Crane & Pike, stationers and had been associated with the Roberts concern for six years, first as a member of the sales force, later as manager of the Cleveland branch of the house and, since the death of F. H. Roberts last Fall, occupied the position of vice president. Mr. Brush is survived by his wife and four sons.

### ENGLAND OWES SODA TO AMERICAN GIRL

An American girl is responsible for the ice cream soda boom in England. Gordon Selfridge, the Chicagoan, who has introduced American retail business methods in the British metropolis, has disclosed that it was his daughter's suggestion that he place an up-to-date American soda fountain—the first in England—in his big store in London.

### BOTTLERS URGED TO PROTEST TAXES ON SYRUPS AND CARBONIC GAS

The American Bottlers of Carbonated Beverages, through the secretary, have issued an appeal to all members to co-operate with the organization by sending letters and telegrams to their representatives in Washington protesting against the retention of the tentative tax of ten cents per gallon on syrups and five cents per pound on carbonic gas.

The appeal reads in part as follows,—  
"Congress can relieve us from special taxation and we must have relief. Why should we be forced to continue to pay extra taxes? For four years the industry has struggled under the yoke of the sales tax. It was a war measure and was necessary, but we have now done our part, there is no reason for any special taxation on any business. They should all be eliminated but if Congress feels that they must have some excise taxes, let them be put on some other business which has not borne this extra burden for the past four years. Our business depends upon volume. Volume depends upon price and we cannot get our price to the dealers down while we are forced to pay extra taxes and if our price to the dealer is not down to rock bottom price to the consumer of course cannot be cut and therefore our volume is curtailed.

"Write or telegraph your Congressman and Senator at once demanding relief from this gas and syrup tax. Explain to them you cannot stand this burden longer if your business is to survive. Ask them to do everything in their power to aid in this matter. Let Congress be fair, let them distribute the burden. Congress stated it would relieve business of taxation. Instead it has shifted the tax and, through the taxation of carbonic gas and syrup instituted brand new taxes. There is no fairness or justice in this."

### NEED NOT PAY FOR EXTRACTS IN MAINE

All flavoring extracts are intoxicating liquors within the meaning of the Maine state law, according to Recorder Thaxter of the Portland Municipal Court, whose decision in a civil case embodies this opinion. He bases this decision on a rescript some time ago from the Law Court, which held that Jamaica ginger is intoxicating liquor from the fact that it contains a large percentage of alcohol. A local wholesale firm sued a Westbrook retailer for a bill for flavoring extracts that contained alcohol. A witness testified that he became intoxicated by drinking the same, purchased of the retailer. Recorder Thaxter held that in common with well established Maine decisions, a bill for the sale of intoxicating liquor cannot be collected in Maine.

### CONTINENTAL CANDY OFF EXCHANGE

Announcement was made October 5, by the officials of the New York Stock Exchange, that trading in the stock of the Continental Candy Company would not be permitted after Saturday, Oct. 8. The company has been in the hands of a receiver for some time and he has notified the Exchange that in the interests of economy he proposes to close the stock registry office and dismiss the transfer agent. The stock has been selling for some weeks at a fractional price.

Probably you have put on some Fall clothing yourself by this time. Don't neglect getting the fountain ready for winter either.

It is cheaper to train men and to hold them, than to constantly hire and fire. Besides, good soda dispensers are hard to get.

# BUSINESS RECORD NEWS

## Latest Information Covering Incorporations, Changes and Business Transactions in the Soda Fountain and Allied Industries

### ALABAMA

**Birmingham**—Orange Smash Company, manufacture flavors, has been incorporated, capital \$1,000,000; incorporators, W. S. Scott, R. D. Johnson, N. Welsch.

### ARIZONA

**Nogales**—The Nogales Ice Cream Manufacturing Company has been dissolved and the business is being continued by Jobe Castelan.

### CALIFORNIA

**Los Angeles**—William J. Palmer and Raymond W. Stewart have purchased the confectionery store of Harry W. Webber on Hollywood Blvd.

The Eastlake Company has sold the Cat'n Fiddle Inn at 3541 Mission Road to Milas H. and Elton C. Lane.

Louise Hocking has sold her confectionery and soda fountain at 2012 East First Street to G. L. Evans.

**Oakland**—Emil Blume has succeeded V. Sappino in the confectionery business.

The Bonbonier confectionery store has been opened at 1463 Franklin Street by A. Pagnone, who formerly operated a store at Berkeley, Cal.

**Sacramento**—The Grand Royal Ice Cream Company has increased its capital stock to \$300,000.

**San Francisco**—D. H. Jones has sold the confectionery store in the Mission district to C. D. Parker and Mabel Makepeace. Arthur Card has purchased the confectionery business of Jessie Schuit.

### DELAWARE

**Wilmington**—Eagle Candy Company has been incorporated, capital \$100,000.

### DISTRICT OF COLUMBIA

**Takoma Park**—The Takoma Park Ice & Ice Cream Co., has been incorporated, capital \$85,000; to manufacture ice cream and ices. Incorporators: Archer G. Bailey, Park Steman, John Humphrey.

**Washington, D. C.**—The Carry Ice Co., 137 D Street, Southeast, has awarded a contract to Fred Drew Co., Woodward Building, for the construction of a two-story ice cream manufacturing plant. The structure will be 39-79 feet.

### FLORIDA

**Daytona**—Alexander Samra, candy manufacturer, has awarded a contract to E. L. Bond, Daytona, for the erection of a new two-story factory building. The structure will be 110x22 feet, and will be of brick construction. The ground floor will be modeled as a retail store, candy, pastries, etc.

**Tampa**—Libbet's Corner has been incorporated, capital, \$25,000; to deal in confections, etc. Incorporators, T. W. McElvey and D. S. Dunn.

### ILLINOIS

**Carlinville**—Stanley Duckels opened a confectionery business in the Rinkner Bldg.

**Chicago**—Candy Co., 228 Milwaukee Ave., has been incorporated, capital \$35,000; incorporators, Arthur L. Davis, Fred Smith, Fred J. Hoffman.

The William H. Brown Candy Co., has been incorporated, capital \$30,000; to manufacture and deal in candies and confections.

The Illinois Show Case Works have just purchased the five-story building and basement at Wells and Division Streets, Chicago. The concern is now engaged in manufacturing store fixtures and equipment at 182 Austin Avenue.

Jas. Sallarakos, confectioner, has filed a voluntary petition in bankruptcy. Liabilities are \$11,631 and assets \$470.

**Kenwood** Ice Company, 463 Grand Blvd., manufacture and deal in ice cream, confectionery, and beverages, etc., has been incorporated, capital \$100,000; incorporators, John B. Anderson, Alvis K. Brown, Frank T. Anderson.

**Effington**—Smith's Ice Cream Co., Inc., 42 South Baker Avenue, has been organized by W. W. Richardson, and S. L. and W. T. Smith, to manufacture and deal in ice cream.

**Mt. Vernon**—The Faulkner Candy Co., is planning for the rebuilding of its candy manufacturing plant, recently destroyed by fire. The proposed structure will be three-story of brick construction.

### INDIANA

**Hammond**—Klitke Brothers have made plans for the erection of an ice cream factory here to cost \$100,000.

**Vincennes**—The Vincennes Milk and Ice Cream Company has increased its capital stock from \$130,000 to \$250,000.

### IOWA

**Creston**—Chris Dovalis, confectionery, sold out to C. S. Rex.

**Sionx Rapids**—G. F. Hand will open a confectionery business here.

**Eagle Grove**—George Smyrnyes and a Mr. Spellos opened a confectionery business.

### KANSAS

**Beaver Dam**—The Schlitz Building at Front and Center Streets has been leased to Tom Ellis, Spiro Kanelopoulos and Frank Phillips, who will conduct a modern ice cream parlor and confectionery. They will discontinue their Red Arrow ice cream parlor on Park Avenue.

**Wichita**—J. Pauline has opened a confectionery and soft drinks shop on East Douglas Avenue.

### KENTUCKY

**La Grange**—J. C. Sandfur will open a confectionery business here.

**Louisville**—Hitz-Leisman Company, makers of pool and billiard tables and soda fountain equipment, have been incorporated, capital \$30,000; incorporators, N. J. Hitz, Antoine Leisman, Henry Leisman, Albert H. Wilkin, and G. H. Pasalik.

### MARYLAND

**Hagerstown**—Roesner Brothers, wholesale candy, have taken over the storeroom of E. W. Miller, grocer.

### MASSACHUSETTS

**Boston**—Mitchell's Confectionery Company has been incorporated, capital \$20,000; incorporators, Philip J. Mitchell, Howard E. F. Flier, Claire M. Weeks.

**Brockton**—Alpha Chocolates Co., has been incorporated, capital \$6,000; to manufacture and deal in candies. Incorporators: Walter K. Emmons and Frank V. Aranea.

Hinley's are fitting up another store at 198 Boylston Street.

**Cambridge**—The Vitamin Co., Inc. has been incorporated, capital \$25,000; to manufacture and deal in candy. Incorporators: Ralph H. Cabouet, G. C. Hughes, Dwight C. Rose.

**Chicopee Falls**—Charles Duburgue, dealer in confectionery and tobacco, is a petitioner in bankruptcy with debts amounting to \$7,796, and assets of \$300 in stock and about \$300 in miscellaneous tools.

**Lowell**—George Perrault & Son have opened a combination ice cream and grocery store at Fifth and Bridge Streets.

### MICHIGAN

**Detroit**—The B. & G. Candy Co., have engaged in business at 2327 Fort Street.

**Horton**—Arthur White, confectionery, ice cream, and soft drinks, sold out to Irvine Laughlin.

### MINNESOTA

**Appleton**—L. H. and A. K. Evans, bakery, sold out to Mrs. Ida Schoepf.

**Backus**—G. Green will open a confectionery business.

**Barnum**—Jos. Felgen bought a confectionery business here.

**Baudette**—Roy Brittan opened a confectionery store here.

**Bernadum**—Chas. Filgen, confectioner, sold out to Joe Felgen.

**Buffalo**—Harry Jappas will open a confectionery business here.

**Detroit**—M. E. and N. F. Wais have sold their ice cream and soft drink factory to E. O. Orundell and N. C. Nelson.

**Fairbault**—Harry Gauger bought a confectionery and ice cream business here.

**Frace**—M. McCarthy & Son opened a confectionery business.

**Kandiyohi**—Lawrence Severson has taken over the Latterell confectionery business.

**Lake City**—H. A. Ahnroos will open a confectionery business here.

**Lakeport**—Wm. Boldy will open a confectionery business here.

**New London**—Sam Lungstrom confectionery sold out to Chester Lund and Orrin Strand.

**Ossau**—Wm. Buschmiller bought a confectionery business here.

**St. Cloud**—Clarence Wallick will open a confectionery business here.

**Wabasha**—H. Ahnroos will open a confectionery and restaurant here.

### MISSOURI

**Willow Springs**—The Willow Springs Creamery Company will soon erect a new plant at a cost of \$40,000. The improvements include modern ice cream making equipment.

### MONTANA

**Miles City**—Three Forks Candy Co., has been incorporated, capital \$10,000; incorporators Fred C. Ballard, Wm. Fraser, Charles A. Hills.

### NEBRASKA

**Neigh**—Roy Bowker, bakery and confectionery, sold out to George Goldkin.

**West Point**—E. L. Giesdorf bought a confectionery business here.

### NEW JERSEY

**East Orange**—The Crystal Confectionery Co., 578 Main Street, has filed notice of organization to deal in confections.

**Elizabeth**—The Murray Candy Co., has been incorporated, capital \$30,000; to manufacture and deal in candy, etc. Incorporators: E. J. and L. Murray and M. Hixon.

**Jersey City**—Candy Land, 157 Monticello Avenue has been organized by George L. Collier and Peter Tutules, as a local confectionery and ice cream parlor.

**Newark**—Hirschberg Brothers, have filed notice of organization to operate a local confectionery store at 130 South Orange Avenue.

The Charles Candy Shop, has filed notice of organization to operate a candy and confectionery store.

The Sams Milk Beverage Co., 43 Bock Avenue, has filed notice of organization to deal in soft drinks and beverages.

**Parsippany**—Kitchens, correspondence school, incorporated, capital \$100,000; incorporators, Clarence Paine, Oia C. Cool, Emile M. Wightman.

**Princeton**—Kitchens, confectionery, has been incorporated, capital \$50,000; incorporators, Louis R. Vogel, William R. Lewis, and Stanley S. Bergen.

**West New York**—The Julius Candy Co., 43 Nineteenth Street, has been organized to manufacture and deal in candy and confections.

### NEW YORK

**Astoria**, L. L.—The Plaza Confectionery Co., has leased property at the corner of Steinway and Flushing Avenues, and is plan-

ning for the erection of a new six-story building on the site. The lease covers a period of twenty-one years. The corner store will be used as a confectionery parlor by the lessees, forming another unit in the now existing chain of company stores.

**Bronx**—Thomas A. Darcey, 3224 Third Avenue, confectioner, filed a petition in bankruptcy, listing liabilities of \$4,866 and no assets.

**Abraham Galin**, doing business as American Wholesale Confectionery Company, at 547 Brook Avenue, filed schedules in bankruptcy, listing liabilities of \$5,471 and assets of unknown value.

**Brooklyn**—Lodgige & Krohn, Inc., confectioners and caterers, incorporated, \$30,000. Directors J. W. Lodgige, A. K. Lodgige, and P. C. Krohn.

**Louis Blach** has purchased from Morris R. Phillips the buildings on Main Street, East Quogue, occupied as post office, ice cream parlor and dry goods store.

**The Tally-Ho Chocolate & Confectionery Co.**, has been incorporated, \$10,000; to manufacture and deal in candies and confections. Incorporators: S. and C. H. and H. R. Lierberman X. T. C. Candy Company has been incorporated; incorporators S. and M. and H. Bruff.

**A. H. Rivesman**, drugs and confectionery, has been incorporated, capital \$50,000; incorporators, H. and S. Saelatin, H. Rivesman.

**A petition in bankruptcy** has been filed against the Crescent Confectionery Corporation, 345 Cumberland Street.

**Manhattan**—A petition in bankruptcy was filed against The Nut House of New York, Inc., nut salters.

**Springer Chocolate Company** has been incorporated, capital \$10,000; incorporators, J. Springer, H. C. Perry.

**The Supreme Candy Company** has been incorporated, capital \$20,000; incorporators, A. Goldberg, J. F. Krause.

**The Circle Candy Corporation** has increased its capital from \$10,000 to \$30,000.

**The Allegretti Chocolate Cream Co.**, Chicago, has secured a long term lease, for the establishment of local confectionery shop, at the Hotel Astor.

**The Mirror Candy Co.**, has leased property at 49 Nassau Street for the establishment of a local retail store.

**California Candy Co.**, confections in theaters, has been incorporated, capital \$5,000; incorporators, M. Goldberg, J. Landy, C. Somborg.

#### NORTH CAROLINA

**Charlotte**—The Mecklenburg Dairy & Ice Cream Co., has been incorporated, capital \$150,000. To manufacture ice cream, leas, etc. Incorporators: Charles E. Miller, Charles Stowe, Robert E. McDowell.

**Greenville**—The Greenville Ice Cream Company has been granted a charter with an authorized capital of \$25,000. The stockholders are: Thomas Smith, Denton Drug Company and M. Haskins.

#### NORTH DAKOTA

**Balfour**—Henry Peterson opened a confectionery and bakery business here.

**Inkster**—J. A. Hilden bought a confectionery business here.

**Wausau**—Chas. Morton, confectionery, sold out to George M. Miller.

#### OHIO

**Cincinnati**—The H. Zering Manufacturing Company has increased its capital from \$200,000 to \$250,000.

**Cleveland**—The Armand Drug and Candy Company has opened retail drug and candy stores at 917 and 1638 Euclid Avenue.

**Youngstown**—Harry D. Burt, North Phelps Street, is planning for the construction of a candy and ice cream manufacturing plant on Lucius Boulevard, South Side.

#### PENNSYLVANIA

**Easton**—The Eastern Sanitary Milk Co., 23 South Front Street, manufacturers of ice cream, has awarded a contract to the R. F. and C. D. Stewart Construction Co., 26 Centre Square, for the construction of a new three-story, 60-90 feet, factory building.

**Gary**—The Princess Confectionery Co., has filed notice of dissolution.

**Jeffersonville**—The Deco Products Co., has been organized with capital of \$10,000, to manufacture and deal in ice cream and leas. Philadelphia—The Krenemo Ice Cream Co., has been incorporated, capital \$100,000; to manufacture and deal in confections, syrups, etc.

**G. C. Seidel & Co., Inc.**, have sold the four-story building at 185 Vine Street to Clarence Brown, president of the Penn. Treasy Candy Company, who will erect a new factory building.

**Richland**—Construction is well under way on the new one-story and basement chocolate manufacturing plant, being erected by King Brothers. The structure 40x100 feet, is estimated to cost about \$25,000.

**Wilkes-Barre**—Mrs. Sara Gildea Melighan opened an ice cream parlor and lunch room on Main Street.

#### RHODE ISLAND

**Providence**—The Sunshine Ice Cream Co., 372 Cranston Street, is planning for the construction of a new two-story, 40x80 feet, ice cream manufacturing plant on Cranston Street.

#### SOUTH CAROLINA

**Greenville**—The Carolina Ice Cream Company has been incorporated, capital \$75,000. Officers are: C. M. McGee, president; J. I. Shirer, vice-president; L. E. Girardeau, secretary and treasurer.

**Spartanburg**—C. L. Henry, who recently severed his connection with the local theatrical interests of Southern Enterprises, Inc., has opened an up-to-date drug store on East Main Street.

**M. Henry** purchased the soda fountain business operated by Brown, Crook and has now completed the transformation of the establishment into a modern drug store.

#### SOUTH DAKOTA

**Huron**—Manolis and Georgiados, confectionery, succeeded by John Georgiados.

**Yankton**—Fred Bonlan, confectionery, sold out to Harvey Thomas.

#### TEXAS

**Big Spring**—Roy Carter, proprietor of the Empire Confectionery, has leased the building next to the West Texas National Bank, and will move there in the near future.

**Burns**—Plans are being perfected by J. Crews and associates, for the establishment of an ice cream manufacturing plant.

**Lubbock**—The Lubbock Candy Co. has leased property and is arranging for the installation of machinery and equipment for the manufacture of candy and confections. The company was recently incorporated with R. H. Martin, president; M. C. Wilhite, vice-president and James B. Reed, secretary-treasurer.

**Texarkana**—The Peerless Confectionery has been incorporated by J. W. B. Johnson and N. G. Magee.

#### WEST VIRGINIA

**Wheeling**—The Lollypop Candy Company, confectionery, is in the hands of a receiver.

**Grantville**—Ernest Mollohan, William Deems and others have opened a confectionery on Court Street.

**Huntington**—P. Haines has sold his confectionery to A. A. Kimble.

**Spencer**—Harry Vance has purchased the confectionery operated by Shedan Bros.

**Wellburg**—Rongas Brothers have purchased the Eagle confectionery.

**Wheeling**—Peter J. Vames is taking charge of the Buffalo Confectionery, which he founded several years ago, having disposed of its interests in the Buffalo and Diana Candy Companies at Steubenville, Ohio, to his partner A. P. Vamos.

#### WISCONSIN

**Beaver Dam**—Tom Eilan, Soiros Kanelopoulos and Frank Phillips will open an ice cream parlor in the Schlitz Building.

**Bloomer**—The Sewell Candy Co. have opened here.

**Cross Plains**—Wm. Bollig opened a confectionery, soda and ice cream business.

**Durand**—W. B. Cook purchased the confectionery business of E. D. Moralsch.

**Fond du Lac**—Ed Stamm has sold his soft drink business to Peter Barash.

**Paul Wallichs**, confectionery, 11 So. Main St., sold out to Charles Williams.

**H. C. Englehart** opened a confectionery, ice cream, and soda fountain business here.

**Grandview**—The Farmers Co-operative Association has taken over the confectionery business of Oscar Wallin.

**Jamesville**—Maud Dalton sold his interest in the confectionery business of Dalton & Leary to John Conley.

**Jefferson**—Ang. F. Bergholt purchased the Chas. O'Nuernberger Bldg. and will open a confectionery business here.

**Madison**—The Arcade Shop at 112 King Street was recently opened and is one of the best equipped soft drink parlors in the state.

**Madison Supply Co.** supplies and soda water fountains. Incorporated, capital \$10,000. Incorporators, W. E. Prindle, W. E. Shipley, A. E. Shipley.

**Marshfield**—Byrnes & Grambsch have opened a restaurant and confectionery here.

**Milwaukee**—The Empire Confectionery, 415 Grand Ave., has filed a petition in bankruptcy. Liabilities \$7,917.00, Assets \$4,025.

**Nettville**—Mrs. H. E. Cradell leased her confectionery business to Gilbertson and Christianson.

**Oakdale**—Ray De Voe has opened a confectionery, ice cream and soft drink business here.

**Oregon**—H. B. Usher, confectionery and ice cream sold out to Mrs. Fields & Son.

**Pardeeville**—W. O. Williams sold his confectionery business to Ralph Wing who will add a grocery department.

**Plum City**—John Minckee has succeeded Edward Schreimer in the soft drink and confectionery business here.

**Plum City**—Edward Schreimer has sold out his soft drink and confectionery business to John Minckee.

**Prairie du Chien**—E. Schultz purchased the confectionery business of Mrs. Ida Walker-Walker.

**Random Lake**—L. F. Kies and W. E. Hoelz sold their clear confectionery, ice cream and pool business to Michael J. Hamm.

**Readsdales**—J. E. Caba is erecting a building and will open a confectionery, ice cream and soft drink business here.

**Ripon**—Markus Polus has opened a confectionery business here.

**Scott**—Ed. Lefever will open a confectionery and ice cream business here.

**Spencer**—J. A. Hilden bought a confectionery business here.

**Washburn**—Dorothy and Neva Arnstein have opened a confectionery business on Long Lake.

**Wausau**—Ed. Phillips and Son, wholesale and retail confectioners, of Manitowish have established a branch store here.

**West Bend**—August Bastian will open an ice cream and confectionery business on upper Main Street.

**Waukesha**—The Waukesha Crushed Fruit Co. has recently started business at 214 Madison Street. J. E. McRillis and O. A. Schroeder are the principals.

#### WYOMING

**Cheyenne**—W. H. Gill and S. H. Gill have purchased the creamery building, machinery, fixtures, etc., of the Pine Bluffs Butter Company. They will operate the creamery during the coming winter season, and it is understood that an ice cream factory will be added in time for the 1922 summer season.

#### ISLAND OF GUAM

**Agana**—The Agana Bottling Works, The Elite and Uneeda Quick Lunch, all owned by C. C. Butler, have been consolidated, and will be known in the future under one trade name "Butlers."

## Patents and Trade Marks

### PATENTS

#### Granted August 16, 1921

- 1,387,574—Peter Witty, Evanston, Ill. Candy mold.  
 1,387,613—Russell H. Proper, New York, N. Y. Ice cream sandwich machine.  
 1,387,710—Burt S. Harrison, Brooklyn, N. Y., assignor to Carrier Engineering Corp. Method of drying vegetables and fruits.  
 1,387,749—Charley W. Young, San Jose, Calif. Protecting device for feeding the milk, N. Y. Dispensing apparatus.  
 1,387,995—John H. Limpert, New York, N. Y. Dispensing apparatus.  
 1,388,024—Victor Clairemont and Christian T. Lehmann, San Francisco, Calif. Egg preservative.  
 1,388,064—Alfredo S. Albert, Ione, Wash. Milk-shake powder compound.

#### Granted August 23, 1921

- 1,388,295—Paul W. Petersen, Chicago, Ill. Refrigerating apparatus.  
 1,388,394—Roscoe P. Witt, assignor to Ridenour-Baker Grocery Co., Kansas City, Mo. Peanut blanching machine.  
 1,388,574—Gustave C. Kelting, Chicago, Ill. Peanut blancher.  
 1,388,614—Gustav A. Sorensen, Jamaica, N. Y. Egg cooker.

#### Granted August 30, 1921

- 1,389,239—Benjamin H. Calkin and Frances L. Calkin, sold Benjamin H. Calkin assignor to said Frances L. Calkin. Coffee Percolator.  
 1,389,270—Fred C. Pratt, Farmington, Me. Fruit slicer.  
 1,389,286—Roy E. Farmer, Los Angeles, Calif. Coffee percolator.  
 1,389,454—William M. Murphy, Glenside, Pa. Citrus juice extractor.  
 30,825—(design patent). Durbin Richardson and Charles N. Jacoby, assignors to Richardson Corp., Rochester, N. Y. Beverage dispensing vehicle.

#### Granted September 6, 1921

- 1,389,594—Hugh Moore, Leonia, N. J. assignor to Individual Drinking Cup Co., Inc., New York. Paper cup holder.  
 1,389,638—Warren F. Clark, Cleveland, Ohio, assignor, by mesne assignments to Automatic Electric Heater Co., Warren, Pa. Beverage urn.  
 1,389,734—Charles S. Baron, Tiffin, Ohio. Liquid container having separable top.  
 1,389,802—Alan K. Gillespie, Richmond Heights, Mo. Method of freezing ice cream.

#### Granted September 13, 1921

- 1,390,476—William S. Townsend, Washington, D. C. Portable liquid dispenser.  
 1,390,708—Herman Heuser, Evanston, Ill. Art of preserving liquid foods.  
 1,390,710—Herman Heuser, Evanston, Ill. Process of preparing low alcoholic beverages.  
 1,390,731—Raymond S. Hensler, Evanston, Ill. Art of manufacturing cereal beverages.  
 1,390,804—Charles H. Marshall, assignor to Marshall Mfg. Co., Omaha, Neb. Cherry plitting machine.  
 1,390,863—William E. Armistead, Lagrange, Ga. Apparatus for making ice.  
 1,390,994—Raymond J. Soutello, assignor of one-half to R. W. Shaw, Mobile, Ala. Bottle refrigerator.  
 59,043—(design patent). John M. Travis, St. Louis, Mo. Beverage dispensing apparatus.

### TRADE MARKS

#### Published August 30, 1921

- 132,817—Henry P. Schroeder, St. Louis, Mo. Design. "Table Queen." Fruit beverages, carbonated beverages, etc., containing less than one-half of one per cent of alcohol and sold as soft drinks.  
 134,465—Usher L. Davies, San Francisco, Calif. "Peacherie." A non-alcoholic, non-cereal, maltless beverage, sold as a soft drink.  
 137,759—Harry W. Van Doren, Pulaski, Va. "CherryPop: Accent on the Eye." A non-alcoholic maltless beverage.  
 140,065—Medina Fruit Products Co., Inc., Medina, N. Y. "Red Ban." Cider.  
 140,606—Medina Fruit Products Co., Inc., Medina, N. Y. "Black Jack." Cider.  
 142,450—Pearl City Fruit Co., Ltd., Honolulu, T. H. "Liquor of Gold." A non-alcoholic, maltless, non-cereal beverage, etc., sold as a soft drink.  
 142,776—Coca Cola Bottling Distributing Co., Los Angeles, Calif. "Bingo." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks and syrups for making the same.  
 142,807—V. Otis Robertson, Boston, Mass. Design. "NoTvo." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks and syrups for making the same.  
 143,483—Peter E. Barnett, Chicago, Ill. Design. A non-alcoholic, maltless, artificial grape beverage sold as a soft drink and syrup for making the same.  
 143,618—Ruthhill Vineyard Co., Pleasanton, Calif. "Ruby Hill." Grape juice containing less than one-half of one per cent of alcohol and sold as a soft drink.  
 144,632—Harry H. Nelson, Elmira, N. Y. "Whisper." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.  
 144,834—Orange Surprise Syrup and Bottling Co., Morristown, N. J. Design. "Blood Orange Surprise." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.

- 145,667—Martin Brock & August B. Praetich, Jamaica Plain, Mass. "Herve." A non-alcoholic, non-cereal, maltless beverage sold as soft drink.  
 145,736—Service Corp., Bakersfield, Calif. "Diamond Head." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.  
 145,737—Same as preceding. "Wee-Jee." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.  
 145,772—Edward Diehl, Nashville, Tenn. Signature of applicant with words "Catawba-Crash." Non-alcoholic, non-cereal, maltless beverages.  
 146,385—Oregon Growers Co-Operative Assn., Salem, Ore. "True-west." Maltless, non-alcoholic, non-cereal beverages sold as soft drinks, etc.  
 146,586—Same as preceding. "Mistland."  
 146,845—The Pirika Chocolate Co., Inc., Brooklyn, N. Y. Design. Prepared chocolate.  
 146,945—Acme-Beverage-Extract Co., Chicago, Ill. "Rottum's True Fruit Grape Snap." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.  
 147,014—George Ch. Prokos, Washington, D. C. "Cal-In-For-na." A non-alcoholic, non-cereal, maltless beverage sold as a soft drink.  
 147,184—The Aliman Gas Engine and Machine Co., New York, N. Y. "Champion." Ice cream machines, ice breaking machines, etc.  
 147,899—The C. F. Sauer Co., Richmond, Va. "O-Rum-O." Food flavoring extracts.

#### Published September 8, 1921

- 133,170—Taylor Tamale Co., Los Angeles, Calif. "44." Chilli sauce, chili-on-carne with fried rice, etc.  
 146,164—Premier Malt Products Co., of Ohio, Steubenville, Ohio. "Premex." Malt syrup used for food purposes.  
 140,300—Tri-State Ice Cream Co., La Crosse, Wis. "Tri-State." Ice cream.  
 149,523—Ohio Valley Bottling Works, Cincinnati, Ohio. "Green Valley." Non-alcoholic, non-cereal, maltless beverages, etc.  
 149,672—Henry B. Biehoff, Collinsville, Ill. Design. Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.  
 150,195—Ariel C. Jewell, Chicago, Ill. Design with the words "Orange-tang." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.

#### Published September 16, 1921

- 132,761—The Stonewall Corp., New York, N. Y. "Toot-Sweet." Maltless non-alcoholic beverages sold as soft drinks.  
 133,075—D. G. Yuengling & Son, Inc., Pottsville, Pa. Design. A non-oxidizing cereal malt beverage containing less than one-half of one per cent of alcohol.  
 140,126—Horne & Bowry Co., Chicago, Ill. "Van-Cou." Imitation vanilla extract.  
 141,107—Hilo Still Co., Baltimore, Md. "MiSta." Distilled water, non-alcoholic, non-cereal, maltless beverages sold as soft drinks and syrups for making same.  
 142,701—The Electrozone Water Co., Oklahoma, Okla. Design. Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.  
 143,326—Kalaasian Bros., Inc., Worcester, Mass. Design. Ice cream and candy kisses.  
 144,806—Eera-Richm Co., New York, N. Y. "Eero." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.  
 145,176—Joseph B. Tour, St. Paul, Minn. "Vinto." Malt syrup used as a beverage containing less than one-half of one per cent of alcohol.  
 145,473—The Queen City Bottling Co., Cincinnati, Ohio. Design. "Cherry Daisy." The Daisy Drink. A maltless, non-alcoholic beverage sold as a soft drink.  
 146,500—Benjamin F. Ruth, Reading, Pa. Design. Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.  
 146,718—George E. Lipshultz, Chicago, Ill. "Morrel Champagne." Non-alcoholic beverage sold as a soft drink.  
 147,391—Kansas City Kola Co., Kansas City, Mo. "Kaw-Kola Has the Kick." Non-alcoholic, non-cereal maltless beverages sold as soft drinks and syrups for making the same.

#### Published September 21, 1921

- 143,512—Charles A. Owen, Meadville, Pa. Design. Malted milk and malted milk chocolate.  
 144,307—Charles H. Thom, Los Angeles, Calif. "Indian Club." Bottled ginger ale, a carbonated non-alcoholic beverage, etc.  
 145,874—O. W. Bullard & F. C. Bullard, Sheridan, Wyo. Design. Frozen confection, and base for frozen confection.  
 146,861—Cereal Products Research Co., San Francisco, Calif. Design. A cereal malt beverage syrup concentrate.

#### Published September 27, 1921

- 145,351—Paul G. Dory, Watertown, S. D. "Red River." Non-alcoholic, maltless beverage sold as a soft drink and syrups for making same.  
 144,815—A. F. Kloss Co., Scranton, Pa. Design. Non-alcoholic, non-cereal, maltless beverage sold as soft drinks, etc.  
 145,363—Richardson Corp., Rochester, N. Y. "Liberty Orange." Orange syrup used in making soft drinks.  
 145,740—California Grape Products Co., Ukiah, Calif. "Callagrap." Non-alcoholic, non-cereal maltless beverage sold as soft drink.  
 146,561—Clarence P. Johnson, Sheldon, Ill. Design. "White Mulp." A non-alcoholic, non-cereal, maltless beverage sold as soft drink.  
 148,198—Henry Bruckner, New York, N. Y. "U-No-U's." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks.



# THE SODA FOUNTAIN

AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK  
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VOL. XX

NEW YORK, NOVEMBER 1921

NO. 11



Sell your Customers

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*It will add the  
Finishing Touch to  
the Thanksgiving  
Dinner*

**J. HUNGERFORD SMITH CO.**

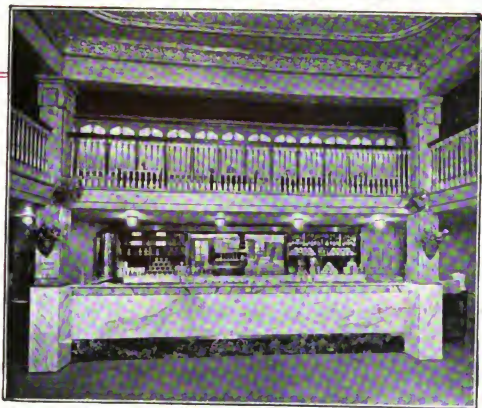
ROCHESTER

NEW YORK



# GREEN SODA FOUNTAINS

ESTABLISHED EIGHTEEN SEVENTY-FOUR



## A WISE MAN

One who considers the future before investing his money. In buying a piece of property he endeavors to select that from which he can realize the most when he wants to sell it. GREEN soda fountains have always been noted for the fact that after six, eight or ten years use, they are worth more than any other make. Competitors have told us frankly that they prefer to secure our fountains in exchange, as they require so few repairs and can always be resold without returning them to the factory for rebuilding.

## CONFIDENCE THE IMPELLING FORCE

Buyers invest in GREEN fountains with a feeling of absolute safety, realizing that GREEN has endured, broadened and advanced.

*Catalog of Soda Fountains on request*

## ROBERT M. GREEN & SONS

1413-15-17-19-21 Vine St.  
PHILADELPHIA • PA.

# THE SODA FOUNTAIN

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No 11

## A CALL FOR DISCUSSION

On another page of this issue of THE SODA FOUNTAIN we are printing a letter from a soda fountain proprietor in Southport, England, one of the few hardy souls who have had the courage to push this characteristically American innovation against the well-known conservatism and inertia of Old England. That the fountain is almost universally successful there when it is run on proper lines is now generally admitted. This certainly speaks well for the merits of the American fountain, but part of the credit must go to Mr. Gordon Selfridge, of Selfridge's, Ltd., and his equally courageous, but less spectacular, followers.

Mr. Magnusson, our Southport correspondent, is one of the successful ones. In his letter he raises the exceedingly interesting question of profit margin and requests other readers of THE SODA FOUNTAIN to express their views on the subject. We take the liberty of suggesting that, judging from the context of Mr. Magnusson's remarks, the point on which he most desires information is the variation in what we here call "over-head expense." His stand is the unimpeachable one that certain stores must get higher prices in order to cover their greater overhead. This he makes entirely clear, giving citations from his own experiences, but neither he nor any of the others who have addressed us from time to time on this subject have been able to estimate more than roughly just how great the legitimate overhead expense is under different conditions.

We are sure that not only Mr. Magnusson, but all our other readers as well would be vitally interested in a discussion of overhead expenses which would bring out the relative variations under different conditions and which would enable them to form some opinion as to what the ratio should be between gross sales and overhead expenses. To many the subject is still one of mystery and darkness and the only possible course is to charge enough to be certain of coming out ahead. We hope that many of our readers will accept Mr. Magnusson's invitation to discuss the question and will share with others the results of their experience.

## MORE LUNCHEONETTE DEVELOPMENT

That the luncheonette has come to be a most important department of the soda fountain will be generally admitted; that it is becoming a most serious competitor of the established restaurants and dairy lunches is likewise admitted by those most deeply interested, the lunch room and restaur-

ant managers. Moreover, the present trend of the luncheonette is more and more towards direct competition with the older eating establishments.

When the fountains first began serving food it was in a half hearted sort of way, with emphasis laid on cream puffs, chocolate eclairs, French pastry, elaborate but not nourishing salads and other fancy dishes calculated to appeal to the feminine taste. Sandwiches, of course, were included in the menu but they were of the dainty, afternoon tea variety in the best shops. How far we have progressed beyond this stage is nowhere better illustrated than in the article in the Luncheonette Department of this issue recounting the story of the man who features real, man-size ham sandwiches at his fountain and pulls trade by a big baked ham for a window display.

This incident is significant of the increasingly rapid trend toward the service of more substantial food at the fountain. Not that there will ever be a menu comparable to that of the average restaurant except in those instances where a real restaurant is added as a result of the success of the luncheonette.

This too, has happened more than once. In several cases drug stores which have found the service of food at the fountain highly profitable have installed a complete cafeteria-restaurant service in an up-stairs or adjoining room. Such eating places are more popular than the old style ones since there are available to the patrons not only the restaurant dishes but the fountain dainties as well. On the whole it seems as if the eating and drinking habits of the American people were going to develop a sort of hybrid restaurant-fountain which will have all the merits of both sorts of establishments.

## SHRINKAGE CAN BE REDUCED

The one big topic of discussion among ice cream dealers during the Summer just past was the ever-important question of shrinkage. It would be too much to say that it was settled or nearly settled. Two remedies were proposed by the dealers, the elimination of bulk ice cream and its replacement by bricks and the sale of bulk cream by weight instead of by measure. Both offer certain advantages but the manufacturers claim, probably with the support of the facts in the case, that to sell all cream as brick ice cream would involve the purchase of vast amounts of additional equipment and result in higher prices for the cream. Undoubtedly they are at least partly right in this stand and more expensive ice cream would hardly meet with

the approval of the consumers who made sufficient objection to the prices now in force.

As for the sale of ice cream by weight, this at first sight appears desirable and might work out well in practice. But it means much more work for the dispenser and besides it does not really solve the problem. Consider the state of mind of the customer who buys a pint of ice cream and gets legal weight, but who finds that the volume, which is his usual way of judging the product, is only a little more than half that which he has been accustomed to receive in a pint under the old system.

On the whole, it seems that the shrinkage question is one of those which is not to be solved by the application of a simple formula. Shrinkage is likely to be very much with us next year in spite of the agitation. Under these circumstances the best course seems to be to minimize it as far as possible. In the Ice Cream Department of this issue of THE SODA FOUNTAIN we are printing an article by a man who has had much practical experience in selling ice cream at retail. He discusses the whole problem from the standpoint of packing and explains some of the reasons for excessive shrinkage. What is more to the point, he tells how ice cream should be packed if the loss is to be reduced and his methods should be of interest to all who handle the product. Nor is it necessary to wait until next Summer before following his suggestions. Ice cream, as was pointed out at the Minneapolis convention, is a Winter seller as well as a hot weather special and not much additional effort is required to keep the sales measurably near the July mark.

#### ICE CREAM INDUSTRY STRENGTHENED

The retail dealers may well look with favor on the results of the convention of the National Association of Ice Cream Manufacturers, held at Minneapolis, Oct. 11 and 12, in connection with the great national dairy exposition. However the dealer may feel toward the large manufacturers of ice cream, whether he be friendly or unfriendly, he cannot but feel that the proceedings at this convention strengthened the whole ice cream industry.

Not only was there an unusually large attendance, estimated at five hundred, but in several important respects the meeting marked a high point in the history of the Association.

Bulking above everything else in its significance for the future was the establishment of a research institute, to be supported jointly by the Association and the International Milk Dealers Association. That there remains much to be discovered in regard to milk and ice cream no one doubts and it is hoped that this institute will not only work out methods and processes of commercial value but will furnish further valuable information on the relations between the milk supply and public health.

Another point on which the Association deserves to be complimented was in taking a stand against the use of butter-fat substitutes in ice cream. What-

ever may be said for the products in which these substitutes are used they are not ice cream in the usual sense of the word and nothing could be better calculated to injure the industry in the popular estimation than the widespread introduction of these adulterants. That they may be perfectly healthful is beside the point. The Association is to be congratulated on condemning their use.

#### THE BUSINESS OUTLOOK

The month of campaigning for orders that has passed since the publication in the October SODA FOUNTAIN of the answers of executives of the leading manufacturing and supply houses in the field to the big question, "What Is the Outlook for the Soda Fountain Business in 1922?" has brought unmistakable support to those who replied, "Bright," or even "Brighter than ever."

This is shown by letters published in this issue from writers who were unable to answer last month's last-minute call in time to catch the October issue and who have sent in statements based on later data to be used herein.

It has been a significant month, marking, as it does, the first of the Fall drive for 1922 orders and attention is called to the interpretation of its results given by W. F. Martin, Vice President and Sales Manager of the J. Hungerford Smith Company, who says:

"After a month's campaign for 1922 business, we want to go on record that the trade outlook is decidedly encouraging. Our sales during this time have been far greater than they ever were in normal times for the same period, and it is particularly reassuring that we have so far discovered no backward territories, dealers generally covering their requirements very much as they have in the past."

Those who may have been surprised at the thorough-going optimism which characterized some of last month's letters, written at a time when optimism was not prevalent, will see in this report on the first skirmish for 1922 orders justification for the predictions that, for the soda fountain business, at least, 1922 means prosperity.

Did you ever stop to think of the importance of the ice cream cone? A writer in this issue of THE SODA FOUNTAIN groups it with the sandwich as one of the only two important innovations in food preparation in centuries. What is more important to most of us is that he shows how profitable the sale of ice cream in this particular way is.

What with restaurants in drug stores and soda fountains in lunch rooms it is getting to be a bit difficult for the ordinary person to tell where one leaves off and the other begins. But at any rate it all justifies the claim made when the taxes were under active discussion that the fountains should be classed with the restaurants and not as a luxury business.

# Philadelphia Fountains Push Hot Drinks

*Managers of Quaker City Establishments Are Enthusiastic Advocates of Hot Soda and Luncheonettes and Pay Special Attention to Quality of Their Winter Beverages*

By R. H. LANSING

**H**OT drink time is again here and the wide-awake fountain manager is beginning to consider not only how he may meet the public's needs and demands, but how he may stimulate trade. The store proprietor, or fountain department manager who has come to the conclusion that "there's not enough call for hot drinks to make it worth the bother of serving them," usually will find out, if he talks with hot drink enthusiasts that this condition is, nine times out of ten, his own fault.

Analysis of the situation doubtless will show him that either he is not serving the right hot drinks; they are not really hot; they are not properly prepared; or, if he has no luncheonette, his customers miss the accessories of hot drinks and, instead of patronizing his place, go where they can get a sandwich, a piece of cake, a slice of pie, or perhaps a salad.

Those who have made a success of hot drinks in season feel that a fountain might as well close up for the cold months as to banish the smoking beverages. One of this group is R. E. Schaffer, manager of the soda fountain and luncheonette of George B. Evans' drug store, 1221 Market Street, Philadelphia.

"You can build up a wonderful trade, just by selling hot chocolate," says Schaffer, "although it is desirable to serve a variety of hot drinks. Hot chocolate is the most popular drink with us in cold weather. We discontinue it during the Summer months, as it is then seldom called for; but about the middle of September we begin serving it, provided the weather is cool enough.

## Hot Chocolate Made to Order

"Now there are several ways of making hot chocolate, but I find the best way is to use powdered chocolate and hot milk, preparing it by the order, as the customer calls for it. Some fountain managers have an idea that this way of making it takes too long, fearing the customer will become tired waiting for it; but let me say that the average patron is perfectly willing to wait a few minutes longer than usual if he knows he will receive something worth drinking. I have learned that they always come back for more, too.

"It must be admitted, however, that it is impossible to make chocolate in this way to sell for five, or even ten cents a cup. But our way of doing business is to prepare drinks in the best possible way, using the best materials. Therefore, we are compelled to charge fifteen cents a cup for our hot chocolate—and we have yet to meet with an objection from a customer on this ground. The customer usually is especially interested in getting a delicious drink, and if it is such, he is invariably willing to pay what it costs. The drink is the thing.

## SOME HOT SODA SPECIALS

*Everyone is trying to improve their Winter patronage and some features which have proved popular with the Philadelphians ought to have an equal appeal in other cities.*

*Made-to-order chocolate is in big demand at the George B. Evans stores and the manager says the results justify the extra trouble.*

*Extra-fine percolated coffee, with an ounce of real cream on the side, is their mode of appeal to the men.*

*At the luncheonette, sweet roll sandwiches at fifteen cents are the big feature.*

*The Media Drug Company finds an extra-fine hot chocolate at fifteen cents enables them to add a lot of whipped cream and is a great trade-puller.*

*Bouillons and tasty sandwiches keep the soda balcony of the Caballero drug store filled to capacity.*

"For a special drink, hot malted chocolate is a notably good seller. First you mix your powdered chocolate and malted milk powder; then you pour on your hot milk and stir and finally you top off with a liberal helping of whipped cream.

"It is surprising," continues Schaffer, "how a good cup of coffee sells, if it is made and served properly. Some fountain managers have tried to serve coffee made up in individual cups from an extract, or coffee powder, using a certain quantity to almost a cup of hot water. To my mind, there is only one way to make a really good cup of coffee and that is to percolate the coffee in a good,

clean coffee urn, serving one ounce of pure cream on the side. This latter point is quite essential. No dispenser should be permitted to take it for granted, as is done in some restaurants, that the patron wants the cream in his coffee. The price he pays for the drink entitles him to the cream, but if he wants to drink his coffee clear, he should be allowed to do so, without having to reorder and waste the first cup served, because it has cream in it.

## Good Coffee is Wonderful Seller

"There are many fountains that charge only five cents for a cup of coffee, but our plan is to make the coffee particularly good and charge ten cents for it. Our coffee has body to it, because we always use pure cream.

"Our coffee not only is a wonderful seller in cold weather, but in the hottest days in summer—and it's pretty hot in Philadelphia—we sell an average of four gallons of coffee a day, just in our Market Street store.

"A pot of tea is often ordered by women, especially at lunch time.

"Every soda fountain, I believe, should serve some sort of bouillon, such as clam, tomato, beef, or chicken. Sometimes it pays to carry them all. If such drinks are on hand for the cold months, it will be found that nearly half the trade will be in hot drinks.

"The fountain manager who is hesitating about putting in a luncheonette does not realize what he is missing. For years we served hot chocolate, clam bouillon, beef tea and other hot drinks and had nothing eatable with them except sponge cake. About three years ago, however, we decided to try sandwiches and we found that it was a most successful venture.

## Sweet Roll Sandwiches Featured

"We make our sandwiches of sweet rolls, using ham, tongue, cheese, egg, salad and deviled ham. When we began to serve the sandwiches, three years ago, we started with about 25 dozen rolls a day. Now we are averaging 100 dozen daily.

"All the sandwiches are made at our store at 1221 Market Street, under my supervision and delivered among our four other stores, according to apportionment, after the quota for this store has been taken out. In this way we know all the sandwiches are made alike. They are made up between the hours of 7 in the morning and 12, and when the noon rush comes we are all prepared and the sandwiches are fresh. In the morning we bring on a large force of girls who do nothing but make sandwiches. Only the best meats and other fillings are used. Each sandwich is placed in a waxed paper bag bearing the store name and address.

"For delivery purposes, each of our stores has a large, numbered box, the number signifying the store. These boxes are filled with sandwiches and sent away as soon as they are ready to go. Our sweet roll sandwiches sell for fifteen cents apiece. Between noon and 3 p.m., the fountains in our stores are crowded, but each customer receives the best of service in the quickest time, for that is what counts nowadays.

"The fountain manager who has something good and substantial to eat at the fountain will find no trouble in selling hot drinks, provided they, too, are good. We find that while women drink the most hot chocolate, men drink the most coffee. It is well to be prepared to meet the demands of both. We cater to a large clientele of women, many of whom work in nearby offices and department stores. We hold our trade by serving the best materials that can be obtained and by giving the best service. These factors in a successful fountain business are necessary both in warm and cold seasons."

#### Hot Chocolate is Media Special

In the chain of Media pharmacies, of the Media Drug Company, in West Philadelphia and Media, Pa., there is always a run on hot chocolate after the first frosty weather, continuing till the early Summer. Nathaniel Shive, fountain manager for the chain, says of the cold weather program:

"We always advertise our hot chocolate on the menu as being served with whipped cream, because we make a specialty of this feature, charging enough for the drink, fifteen cents, to be able to give the customer a full nickel's worth of the cream, which he never fails to appreciate. I have found this a paying policy. We use an expensive cocoa for the drink, the cocoa we consider the best. Clam and beef bouillon are virtually the only other hot drinks on our regular hot drink program for this year, though of course many like their malted milk hot, instead of cold. We formerly had hot tomato bouillon, hot lemonade and hot egg and milk on our list, but we have found there is less demand for them than the others mentioned.

"No less than one-third of our fountain business in the cold weather is in hot beverages."

#### Caballero Fountain Busy in Winter

"Hot drinks for cold days" have an important place in the fountain menu of the Caballero Drug Company, West Philadelphia. Among the most popular that the dispensers begin to serve with the first tang of coolness in the late fall are hot chocolate with whipped cream, hot beef tea, tomato bouillon, clam bouillon, hot lemonade and coffee.

All these beverages may be accompanied by something suitable from the liberal luncheonette. Among the prime favorites in the edible line are peanut butter sandwiches, especially good with the bouillons and beef tea, macaroon butters, lady fingers, sponge cake and chocolate bon bon cakes with the sweeter drinks.

On cold nights, when the soda balcony in this store is running to capacity, the orders for hot beverages come so fast that both dispensers and waitresses are obliged to extend themselves to the utmost. There seems to be

something about taking a hot drink at ease in surroundings like a luxurious soda balcony that carries a strong appeal to the young folk.

#### COCA-COLA COMPANY PAY DIVIDENDS

Payment on Common Stock, Discontinued Year Ago, Is Resumed at Same Time Announcement Is Made of Approximately 20 Per Cent Cut in Syrup Prices.

The Directors of the Coca-Cola Company have resumed dividend payments on the common stock by the declaration of \$1 a share, payable Dec. 1 to stockholders of record Nov. 15. On Aug. 23 the Directors resumed dividends on the preferred stock by paying the 3½ per cent due on the cumulative preferred. The dividend was due on July 1, but payment was made Oct. 1 to stockholders of record Sept. 15.

Of the two hundred or more industrial and railroad companies that were forced to pass or to reduce dividend disbursements on their capital stock because of the depression in business, the Coca-Cola Company was the first to resume dividend payments.

The Directors also took action to reduce the price of syrup. Having been tied up with a large quantity of sugar bought at high prices, the company was unable to make any reduction in the price of its product, but it is understood that all the high priced sugar has been disposed of, and that production cost now is much lower in view of the collapse in the sugar market.

On Nov. 1, the new prices were announced to the trade, the reduction in jobbers prices being \$0.50 per gallon on all sizes. The new quotations range from \$2.00 on single gallon lots down to \$1.50 on barrels.

The entire issue of 500,000 shares of the capital stock of the Coca-Cola Company is held by the Guaranty Trust Company, under a voting trust agreement, for five years beginning September, 1919. The trustees of the voting trust are W. C. Bradley, Chairman of the directorate; E. W. Stetson, Vice President of the Guaranty Trust Company of New York, and Ernest Woodruff, President of the Trust Company of Georgia. The establishment of this voting trust, according to recent reports, has caused considerable dissatisfaction among the officers of the company.

The agitation for dissolution of the voting trust agreement of the Coca-Cola Company, under which three members of the majority stockholders control the voting power, was not started by Charles H. Candler, President of the company, according to a statement made by him. It had been reported that Mr. Candler has instituted proceedings in the Georgia courts along such lines.

Mr. Candler said that such action was taken by Asa G. Candler, jr., an owner of preferred stock and in no official way connected with the company. Mr. Candler added that he "not only had no part in bringing the action, but on the contrary exerted myself to the utmost to prevent it."

The court held that it was without jurisdiction to grant a petition seeking for a dissolution of the voting trust, since the company was incorporated in Delaware. Notice of an appeal was given at the time of the decision.

#### LACE PAPER COMPANY MOVES

The American Lace Paper Co. of Milwaukee, manufacturers of paper specialties, has moved from 422 Third Street, Milwaukee, to the corner of 9th & Chestnut Sts. This change brings the company into quarters specially adapted to its needs and will enable it to extend its service to its customers.

## Success Laid to Good Choice of Names

*Fountain Business of Siegel-Jones Pharmacy, Chicago, muilt Up, Say Proprietors, on Principle That moyer Must me Attracted by Designations Accurately Descriptive of Advertised Specials*

Did you ever pause to consider what the location and prominence of a soda fountain means to the success of the business?

Or how the naming of a drink to identify its makeup may contribute to trade?

There is an interesting story back of the taking over of the drug store at Sixty-third St. and Stony Island Avenue by R. J. Siegel and R. D. Jones.

To begin with, this pharmacy is situated near the terminus of the Jackson Park branch of the South Side Elevated Railroad, and in the Hyde Park High School area, many students passing the intersection each day.

When Mr. Jones and Mr. Siegel purchased the place May 1, they did not like the interior arrangement. It was too hard to see the fountain. So their first step was to install a new and larger one. They had the new fountain made up in snow white, and installed where the customer entering beholds it before seeing any other part of the store.

They had enlarged the store with an additional 20x40 feet, and as soon as the beautiful new fountain was completed, they put in eight more tables and twenty new chairs.

The students and the others entering and leaving the busy "L" terminus were fascinated by the new life of the pharmacy; the big white fountain was an attraction now that it had been rescued from its old place of comparative concealment. The new tables and chairs were inviting. The added space was so roomy, and on the whole it was all so enticing.

Then Mr. Siegel and Mr. Jones began to apply their business principles: 1. Cleanliness. 2. Quality. 3. Service. They concocted special drinks with "identity" in their names, and as a result the soda fountain business has tripled in volume. They guard against any adulterations.

A large refrigerator has been installed and in this syrups and other materials used at the fountain are protected and kept free from germs. Six men now work at the fountain, and four waitresses are required to serve patrons at the tables.



*Siegel-Jones Fountain, Chicago, Bases Success on Cleanliness, Quality and Service*

Forty per cent of the fountain business comes from the youngsters of the district, and the proprietors consider this type of trade the best advertisement of the business. Mr. Siegel worked nine months as buyer of candy and soda water supplies for Siegel, Cooper & Company in order to acquire a practical knowledge of the retail confectionery business, being a candy and syrup maker by trade.

In the Siegel-Jones store, the best soda water is served and the chocolate

for the fountain service is made from sweet milk and bitter chocolate, the chocolate melted in a steam boiler. They have found that their system of naming specials to identify their contents has been productive of increased trade. For instance they serve a "strawberry puff." This is made by placing crushed strawberries in the glass, then ice cream, more crushed strawberries with whipped cream on top to give the puff. Its appearance is peculiarly synonymous with its name.

"We have found that the name of a drink or delicacy must mean something if it is to live and be successful," Mr. Siegel said. "For instance, we served a special called 'Golden West.' It was luscious in appearance, served in an orange, and was really a wonderful delicacy, but the name conveyed nothing to the mind of the customer, and it did not live in popularity and demand.

"We can tell in two hours if there is a rush—whether a special is properly christened, two days under ordinary business conditions."

Mr. Siegel and Mr. Jones are staunch believers in the business value of their clerks cultivating friendship with the soda fountain patrons. They make every effort to retain the fountain help for the promotion of this friendly relationship. They pay the help more to accomplish it if necessary.

Mr. Siegel told of visiting some of the old established fountains where he said names of drinks are merely changed without creating any new drinks whatever. "You may fool some of the people all of the time and all of the people some of the time, but you can't fool all of

the people all of the time," he commented in this connection. He and Mr. Jones give "specials" a great deal of thought, and they experiment with syrups, fruits and flavors to create new ones or improve drinks that have been established. They serve a very fine grade of cantaloupes to the fountain customers. They believe this is a day of fancy drinks and sundaes.

They change their "special" every week and in this way the interest of the customers is not allowed to lapse, while the new drinks are constantly making inroads on their tastes and thirst. So in this business, installation of a new fountain in a prominent place, enlargement of the quarters, sensible naming of drinks, and study of the flavors and tings that meet with the public favor have played a big part in its development and success.

#### PROPOSED ALCOHOL TAX PROTESTED BY MANUFACTURERS OF SODA FLAVORS

At a special meeting of the National Manufacturers of Soda Water Flavors held on the 11th day of October, 1921, at Washington, D. C., the following resolutions were adopted:

Resolved, that we protest against any increase in the tax on alcohol used in the manufacture of flavoring extracts; and

Resolved, that we are unalterably opposed to the proposition of requiring the payment of a tax of \$6.40 per gallon on alcohol, with the privilege of applying for a refund of \$4.20 upon proof that the alcohol was used in the manufacture of flavoring extract, because this method would result in the manufacturer passing the \$6.40 tax on, thereby causing an increase of more than 100 per cent to the ultimate consumer, whereas when the refund is made it will go to the manufacturer and not to the consumer; and

Resolved, that we are in favor of allowing the alcohol tax to remain as provided in the Tax Bill, as it passed the House, with the insertion of the word "intoxicating" before the word "beverages"; and

Resolved, that a copy of these resolutions be sent to each Senator and Congressman at Washington, D. C.

#### COURT DECIDES THAT FOOD MUST BE PROTECTED FROM DUST AND FLIES

A recent decision of one of the New York municipal judges upholds the section of the Sanitary Code which provides that all food offered for sale must be adequately protected from dust and flies. A complaint was made that a cafeteria establishment had been lax in this regard and that the food exposed on the counters and shelves was not covered or otherwise protected from contamination. The defense was that the nature of the cafeteria service made it impractical to keep such a large number of dishes covered. The argument was also advanced that since the Sanitary Code does not prescribe any particular mode of protecting food the defendant could not be guilty.

The magistrate held that the intent of the Code was plain, that the section was intended to protect the public from the disease dangers involved in eating food which had been exposed to dust and flies. While he was willing to apply reason in construing the law he held that under cafeteria conditions there was an obvious violation unless the food was protected. The complaint that the Code does not prescribe a definite method of protecting the food he dismissed as immaterial to the case.

Briggs: How's your cold coming?

Griggs: Oh, it's very obstinate.

Briggs: And how's your wife?

Griggs: Just about the same.—New York Sun.

#### EVERYONE WHO HAS RACKED HIS BRAIN FOR CATCHY NAMES WILL BE INTERESTED IN THIS IDEA

Ever since Adam began the big job of naming all the animals and things, the world has gone on bestowing names good, bad, and indifferent on new creations of body and mind.

There is infinite variety in the concoctions of the soda fountain and an appropriate name for the fancy sundaes is very important, for frequently the name decides a choice more than the nature of ice cream mixtures.

At the "Yum Yum Shop" in Pasadena this fact was wisely considered and the names of the two most popular moving picture shows were selected to attract theater patrons. The following are two popular sundaes for this reason:

##### Raymond Sundae

Vanilla and chocolate ice cream,  
Pineapple, fruit, and nuts.

(Raymond is also the name of one of Pasadena's most famous hotels for tourists.)

##### Jensen Special

Orange ice cream, vanilla ice cream  
Marshmallow

In honor of the city in general is the

##### Pasadena Sundae

Chocolate ice cream, vanilla ice cream  
Chocolate syrup and peanuts (!)

To make the name of the store remembered there are two sundaes named "Yum Yum."

##### Yum Yum Tutti-Frutti

Vanilla and strawberry ice cream,  
fruits, nuts, and marshmallows

##### Yum Yum Sandwich (in a Glass)

Maplenut ice cream, vanilla syrup,  
vanilla ice cream  
Milk chocolate.

Everyone is quite tired of the old names, "Peter Pan," "Lover's Delight," "Banana Special," "Society Sundae," etc. and in each locality there is this opportunity to name a few sundaes after something of special interest in the community.

#### LOS ANGELES BANK USES ITS WINDOW TO ADVERTISE SODA FOUNTAIN BEVERAGE

The Guaranty Trust and Savings Bank of Los Angeles has a dozen large display windows and features many things besides banking. One of its particular interests is the products of Los Angeles, and one week recently an interesting display was shown of "The Making of Ginger Ale." This consisted of the many ingredients that made up the finished product. In the center of the window appeared two bottles of ginger ale lying on a rich piece of glowing, yellow velvet.

On each side of these bottles were the samples of ingredients in dishes or bottles, neatly arranged on paper dishes. There were the following—Cinnamon bark, ginger root, nutmeg, hops, orange juice, sugar, distilled water, caramel, lemon juice, cloves, citric acid crystals and red peppers.

Many people were curious and interested, and stopped to gaze awhile. The confectionery store might profit from this idea and use one of its windows for an occasional display of this nature.

# Optimism in Fountain Trade Grows

*Favorable Results From October Sales Campaigns Lead Executives to Affirm Confidently That 1922 Will Be Exceptionally Profitable Year For All Branches of Soda Water Industry*

NOT all of the manufacturing and supply houses invited to contribute to the symposium of opinions on the outlook for the soda fountain business in 1922 were able to reply in time to catch the October issue of *THE SODA FOUNTAIN* in which letters on this subject signed by some of the leading executives in the field appeared. Those that had to be left out are represented here.

However, this month's sheaf of predictions on what 1922 will bring to the fountain owner and those who serve him is more than simply an addendum to the November report. For one thing, the opinions here expressed are based on later data than was available a month ago. For another, the month that has elapsed since the publication of the October issue has a special significance for the prognosticator, in that it marks the first big drive for the new year's business. When Mr. Martin of the J. Hungerford Smith Company says that the trade outlook is "decidedly encouraging" and Mr. Pick of Albert Pick & Company declares "we are on the brink of good times," they speak "by the book"—the order book for October.

## J. Hungerford Smith Co.

After a month's campaign for 1922 business, we want to go on record that the trade outlook is decidedly encouraging. Our sales during this time have been far greater than they ever were in normal times for the same period, and it is particularly reassuring that we have so far discovered no backward territories, dealers generally covering their requirements very much as they have in the past.

This satisfactory situation is undoubtedly due to the improved outlook from the dealer viewpoint, and to the low prices at which reputable fruits and syrups can now be obtained.

In this connection it is interesting to learn from many sources that dealers are also lowering their prices, which in our opinion will have a great stimulating effect on consumer buying. There was for a time a wide gap between the prices of fountain beverages and the earning power of the patron, which brought about a resistance the result of which was the falling off of business all along the line. Today, there is evidence that this is being overcome with, very naturally, excellent effect. This point is proven by our observation that many dealers who lowered their prices last summer immediately showed a large increase in sales at their soda fountains in addition to enjoying better sales throughout the store as a direct result of the increased drawing power of their fountain department.

With both dealers and manufacturers working together in an effort to get back to normal, we assuredly feel that 1922 will mark another milestone of progress.

W. F. MARTIN, Vice Pres. & Sales Mgr.

## Albert Pick & Company

We are on the brink of good times. All that is necessary promptly to set the industrial wheels into greater activity is for everyone to purchase what he needs and anticipate a little of what he will need. Prices of all commodities have been reduced. Some have gone down too

far, and others not quite enough, but a fairly satisfactory average prevails at this time. Those commodities that have gone down too much will, in the natural course of events, be advanced and, likewise, those that have been insufficiently reduced will come down. This will be done whether the purchaser immediately buys his needs or delays these purchases hoping for lower prices.

There is, however, a strong reason why he should not wait, even though he may be obliged to pay slightly more for some of the commodities he requires. If no buying is done there is no traveling, hence the railroads, the hotels, the merchants and manufacturers all suffer. When these industries suffer, the mines remain inactive, and thus from one to the other every business enterprise is affected. Employment of labor becomes greatly reduced, likewise wages. The larger the number of unemployed, the greater the stress and the greater inactivity of industry.

Fundamentally conditions are good. Large crops have been raised which add enormously to the wealth of the country, and there is sufficient money for all legitimate enterprises.

We are not advising the indiscriminate purchase of merchandise, but we do advise, irrespective of the fact that the price readjustment of merchandise may not be fully completed, that purchases be made at once for such commodities as you need, and those for which you will have need shortly. Everybody doing this, the problem is solved. The long delayed building activity will shortly be put into effect, which will further help to lift us out of the present depression.

ALBERT PICK, President.

## The Bishop & Babcock Company

We cannot help but feel optimistic for the coming season in the soda water industry.

More men patronize the soda fountain today than ever before. It has been estimated that the consumption of ice cream in the United States has increased one hundred million gallons since Prohibition went into effect. The present tax will, no doubt, soon be removed from soft drinks. The growing popularity of the soda fountain lunch enables one to balance business at the fountain during the Winter months. Best of all is the improvement shown in general business conditions.

Never before have Red Cross fountains been sold on so close a margin of profit. Sacrificing profits to produce volume is our way of helping boost things along.

The results obtained by following this policy have greatly exceeded our expectations, which is further conclusive proof to us that we are on the way to normal conditions.

H. B. HOENE, Ass't Mgr. Soda Fountain Dept.

## W. B. McLean Mfg. Co.

The soft drink business last year amounted to three-quarters of a billion.

Before prohibition went into effect the liquor business of this country amounted to almost three billion and at



that particular time, the soft drink business amounted to about one-third of a billion.

There is every reasonable indication that the soft drink industry some day will almost reach the volume of business that the liquor industry enjoyed; therefore, it should go to four times its present size.

Witness this single fact—a child of twenty-five or thirty years ago thought it a rare treat to get a dish of ice cream on two or three occasions during the year.

The modern child, even in the plainest families, thinks himself abused if he doesn't get an ice cream cone very nearly every day.

Children of today will naturally grow up in these habits and it is going to be more difficult for them to swing over into hard drinks, because the sweet drinks destroy the taste for alcoholic beverages.

Recently a judge in Chicago sentenced a drunken person to eat one quart of ice cream every day.

This may have been done in jest, but that judge knew that if the person actually ate a quart of ice cream a day, it wouldn't be possible for him to crave liquor.

This may be looking at the soft drink industry from a far away view-point, but coming down to actual facts, witness the popular soda fountains on the main corners of the main highways and already, you will often see the soda patrons lined up three or four deep along the counter, whereas that condition used to exist only in the popular liquor establishments.

Stores that have shown a constantly progressive policy as regards their equipment, products and policies of doing business, are doing better business this year than last, in spite of the "hard times."

Our own little experience this year merely serves to prove out what is outlined above.

Our business is averaging about 30 per cent ahead of the best year we ever had—which was last year—in spite of the fact that our prices are down to a rock-bottom basis and general business complaints are heard everywhere.

W. B. McLEAN MFG. CO.

#### The Hygeia Antiseptic Tooth-Pick Co.

While we have made no particular strides during the past year, we are pleased to say that we have substantially held our own and have not the cause to complain that a great many other manufacturers in different lines seem to have had. This we believe is due to three causes:

Reductions in our prices; the fact that soda fountains throughout the country are becoming more particular in their service and are giving better attention to the details of cleanliness and sanitation; prohibition.

The first cause is self explanatory. The second is doubtless due to the fact that, as the public has increased its patronage at soda fountains, so it has come to demand and to be supplied with an ever-improving standard of service.

While in former years only the better class places were using Hygeia Sippers, today you will find them used at average fair stands throughout the country. When things were good and business easy, many soda fountains, just the same as many manufacturers and people in all walks of life, let down a little bit, but today when business is harder to get, increased service is one of the things most in demand and, we would say, one of the things most appreciated and most apt to bring increased business.

The last cause, prohibition, has particularly influenced the hotels to whom we are selling more sippers today than at any time in our history. Many of the hotels have introduced soda fountains and where, in the "bad old day," they used a comparatively small quantity of sippers at their bars, in every case, at their soda fountains their usage has been increased tremendously.

I have just gone over the orders for future delivery and would say that, in comparison with last year, there is a very satisfactory improvement. There seems to be much greater confidence in the trade, and our customers are anticipating their requirements as they have not done in the year past.

We are looking forward with confidence to a very satisfactory improvement to the entire soda line.

ALEX HERZ.

#### SOFT DRINK OPPONENT GETS SET-BACK

Facts in Case Do Not Bear Out Sensational Statement of Professor Morse of Harvard Medical School That Soft Drinks Are More Harmful Than Liquor

Professor John Lovett Morse, of Harvard Medical School, has stirred up a hornets' nest for himself as the result of an address before the Somerville Medical Society recently, when he said he would rather see the saloon back than so many ice cream sodas, especially when he said no child under five years should be given soft drinks, because they were detrimental to their health.

He is answered in an open letter by the Eastern Soda Bottlers' Association, through their secretary, Hugh J. M'Mackin, who takes exception to Dr. Morse's declaration that "sodas are worse than liquors." Mr. M'Mackin calls the attention of Prof. Morse to the statement of Dr. F. W. Murphy of Detroit in September when the latter said in part: "People become hot and thirsty. They drink a bottle of soft drink, thinking this is for the thirst. This is not true in the main. When they become overheated they feel fatigued. It is the call of the body for stimulation which causes their action. Soft drinks contain a certain amount of sugar. The sugar, through a chemical action, when placed in the drink, becomes what we call 'invert sugar,' highly valued as a food. Invert sugar needs no digestion. As soon as the drink reaches the stomach the sugar goes immediately into the blood and there is an instantaneous feeling of exhilaration caused by the additional energy. Therein lies the value of soft drinks. Sugar furnishes strength to the body and invert sugar is the purest concentrated food known. There is absolutely no waste and it is absorbed immediately into the blood without the body being required to digest it."

Prof. Morse's attention is also called to an address by Professor A. B. Allyn, famous pure food chemist of Westfield, Mass., who addressed the convention of the Eastern Bottlers' Association in the Springfield Auditorium in January when he stated that soft drinks have more nutritive value than many other food products. Secretary M'Mackin embodied the gist of these two addresses in his open letter which he sent to the daily paper quoting Prof. Morse's address, and it was given considerable space.

#### EMPLOYEES' ASSOCIATION PLAN DANCE

The Employees' Association of Schwartz and Son, large candy distributors, of New Jersey, plan to hold their second annual dance at Kruger's Auditorium, Newark, Feb. 8. An elaborate ball, with many novelties in the way of souvenirs and entertainment, is forecast by the preliminary announcements and excellent music is promised. Those interested and wishing to attend are requested to get in touch with I. L. Saffer, 72 William Street, Newark, N. J.

I hate to be a kicker,  
I always long for peace;  
But the wheel that does the squeaking  
Is the wheel that gets the grease.

# Special Chocolate Week Suggested

*Plans Are Proposed by Which the Most Popular of All Fountain Flavors May Be Effectively Featured by Means of a Big Seven Days Drive*

**D**ID you ever think of getting extra business for your soda fountain by staging a special "Chocolate Week" or a special "Sundae Week" or some other sort of a special week?

You can get a lot of extra business for your fountain as well as getting a lot of inexpensive, yet valuable, publicity by putting on such a stunt.

Here's one way to do it!

We'll say that you determine to put on a "Chocolate Week." Upon coming to this decision you announce the approaching event by means of a show window card reading about like this:

## SOMETHING NEW AT OUR SODA FOUNTAIN

"All next week will be a special 'Chocolate Week' at our fountain.

"It's going to be something entirely new in this city and during this special chocolate week we are going to specialize on chocolate drinks and dishes and are going to serve some special chocolate dishes at particularly low prices.

"During all next week you will find more different ways of enjoying chocolate at our soda fountain than have ever before been offered at any fountain in this city.

"Here are but a few of the many delicious offerings for the week:

- "Chocolate soda.
- "Chocolate malted milk.
- "Chocolate milk shake.
- "Chocolate Delight.
- "Hot Chocolate.
- "Chocolate Mallow.
- "Chocolate Split.
- "Chocolate Joy
- "Hot Fudge.

"There is no doubt that chocolate is the favorite flavor, and it is in deference to the many lovers of chocolate dishes and drinks that we are putting on this special Chocolate Week.

"We extend a cordial invitation to all the chocolate lovers in the city to visit our fountain next week and to enjoy their favorite flavor in more delicious ways than they have ever had the opportunity of doing before."

Following this initial announcement you put up placards at strategic points about your store containing these words:

"Try a Chocolate Drink or Dish at our Fountain—Next Week is Chocolate Week."

## Window Displays Used Also

In your window displays you also pay attention to the event, too, in addition to the use of the window card suggested above. You could stage almost any sort of a display from the most simple to the most elaborate for the affair. For instance you could have jar after jar of chocolate syrup in your show window and by an accompanying card could call attention to the jars and could state that all this syrup and more too would be used up by your fountain during Chocolate Week. Or you could make up a large imitation soda water glass, about five or six feet high and place this in your main show window and then state on the accompanying placard that judging by the interest manifested in Chocolate Week the patrons of your store next week will consume enough chocolate

soda every hour during the week to fill up a big soda glass of this size. Or you could put a white background in the window and then paint a lot of sales phrases for the week on this background in brown paint.

Some of these phrases might be: "Buy a Chocolate Soda Every Day During Chocolate Week;" "Special Chocolate Delights at Our Fountain During Chocolate Week;" "Chocolate Lovers, Don't Forget to Come Here During Chocolate Week."

So much for the preliminary advertising for the week.

## Advertising Different During Week

With the arrival of the week itself you would at once change your placards, window displays, etc., to the present tense instead of letting them remain in the future tense. Instead of having placards that state your Chocolate Week is to be next week you would use placards stating that "This is Chocolate Week."

It would be a good stunt for you to have an extra special chocolate offering at a price which is calculated to make customers feel they are getting a lot for little, each day during the week. This special might be some sort of a chocolate drink one day and a chocolate sundae the following day. It could be inexpensively and yet effectively advertised on the mirror behind your fountain. This wording on one day might read like this:

## "Today's Extra Special Chocolate Offering!

"For today only we are serving a Chocolate Sunburst Sundae for fifteen cents plus war tax. This is a heaping layer of delicious chocolate ice cream, then a juicy section of orange, topped by whipped cream and delicately flavored with orange juice!

"This is extra special in taste and extra special in price.

"TRY IT!"

Of course it wouldn't be necessary to serve the particular dish suggested above and it might not be possible for all fountains to serve such a dish at such a price. This suggestion is made simply to indicate what might be done along this line. Special dishes at low prices will do as much as any one thing to draw customers to the store during a Chocolate Week.

During the course of the week it might be a good plan to have an announcement from day to day in the main show window as to the number of chocolate dishes and drinks served so far during the week. People would be interested in statistics of this sort and the more you can interest the public in your store and in your special week the more business you will do and the more money you will make.

## Plan Fits Other Special Weeks

The same methods as those suggested might be used by the fountain putting on other special weeks. For instance you might stage a "Sundae Week" during which you would push sundaes hard and serve a lot of new sundaes and a lot of sundae specials at low prices. Also you might have a "Strawberry Week," or a "Maple Week" or almost any other kind of a week that you might care to stage.

Events of this kind are bound to be successful if you only put them on with enough whoop and hurrah. People

like the unusual and the different. Weeks of the kind suggested would be all of this and, consequently, the people as a whole would be interested in such affairs.

There's another phase of the putting on of weeks of this sort and that is the fact that by bringing a lot more trade to your fountain during the week you will also be helping the other departments of your store as well as your fountain. It is certain that among the added people coming to your store will be some who will patronize your other departments and in this way boost the rest of the business.

## GREENBERG FEATURES NEW HOT DRINKS

**Veteran Chicago Fountain Man Has Two Popular Specials Which Are Reminiscent of Pre-Prohibition Days—He Recommends Them Highly**

With October's first cold breath of winter, Charles G. Greenberg, veteran soda fountainist in MacLean's Drug Store, State and Lake Streets, Chicago, has concocted two "hot specials" that have had a gratifying effect on sales.

These specials in color remind men of things that the eighteenth amendment cautions us to forget, and therein lies not a little of their success, Mr. Greenberg explained.

One is a hot grape punch. It consists of an ounce and a half of grape juice, hot water to fill up the glass, sugar or syrup to taste, and a dash of lemon juice.

The other is a hot ginger tea with a kickless kick. It is made with gingerale syrup, hot water to fill the glass, and a cheerful sprinkling of nutmeg that reminds one of the late Mr. Hot Toddy.



C. G. GREENBERG,  
MacLean's Drug Store,  
Chicago

The new hot numbers are in addition to the old stand-bys, hot coffee and hot chocolate, and Mr. Greenberg who has been in the soda fountain business for twenty-one years, says they are perfect thirst quenchers as well as stimulants.

Mr. Greenberg has supervision over eight employees at the big fountain. He says they serve on an average of 1,500 persons a day. Their busiest hours are from 11:30 A.M. to 3 P.M.

He calls a meeting of the fountain employees once a week. They confer and Mr. Greenberg schools them in his "art of suggestion." This science means "watch your trade." If a customer steps up to the fountain with a shoulder shrug or rubbing of the hands that gives evidence of a chill—well, he needs something hot. If a customer wears a ruper-heated facial expression, the other extreme is in order.

Seriously, Mr. Greenberg maintains that the system works out more successfully than the littering of a fountain with signs. He uses some signs, but very few. He uses no menus whatever.

"The day of the fantastic soda fountain man, who swirls drinks from one glass to another over his head and behind his back is gone," he said. People seem to be more serious nowadays. They don't care for that frivolity. They want service—not entertainment at a soda fountain. The more simple fond or drink is, the better it is liked. At least that has been our experience."

## PLEADS FOR MORE TRADE INFORMATION

**Manufacturer Explains Need of Fuller Government Co-operation If Export Trade is to be Successful—Bigger Appropriations Needed**

By WM. C. ANDERSON

The business of the United States in foreign countries is still approximately fifty per cent greater than it was before the war. Lower prices have much to do with the general apparent depression compared with our foreign trade during the war.

Those manufacturers who still have a good foreign business are the ones who filled their orders with a degree of conscientiousness. Those who lost their business were the ones who filled the orders with any old thing, cashed in, and waited for another victim. Victims fell and fell, but when the war ended they turned to responsible and honorable firms for their supplies.

The writer recalls visiting factories that were busy on foreign orders during the war and recalls what proves to be a marked contrast between the ones who gave service and the ones who were only anxious for the foreign remittance. The busiest factory on the "get the money" basis was employing so many that the workmen were bumping one another. To-day that plant is working a bare half dozen men.

The other type of plant has grown and enjoys a substantial business with foreign countries which has increased in volume because the business was done along lines of simplified honesty.

All the American manufacturer has to do is to give honest weight and honest measure and keep his qualities up to a given or expected standard and pack the goods without filling the contents of the cases with nails.

Foreign business from now on is the learning of just what the foreign customers want and complying with their wants. Up to the present time we have no real co-operation in these matters. Our consular service has no appropriations for the purpose of acquiring information relative to the needs of foreign buyers. The United States consuls in foreign countries have no means of gathering information for the American manufacturers. What is needed by the Department of Domestic and Foreign Trade is men who know how to go into foreign markets and gather detailed information as to requirements, men who have an aptitude for the work. Sending excursionists and sight-seeing delegations under the nominal plume of foreign trade investigators doesn't result in information that is valuable to the manufacturer. What the American manufacturer wants to know is what kinds of goods are used and what prices are paid and how he should pack the goods. He wants to know how to meet English and German competition and above all he wants to know how to overcome the restrictions Great Britain has put upon other nations, including ourselves, in order to make our foreign trade an entanglement of detail. He wants to know why everything he sends out has to be marked "Made in the U. S. A." He wants to know whether he has to put, this on goods when no English words appear on the shipment. He wants to know the shapes of shoes and the shapes of tin cans and the shapes of bottles, etc., etc.

If all manufacturers would appeal to their representatives in Washington through their various manufacturers associations it might be possible to have appropriations made that would enable our consular service abroad to gather the vital detailed information.

Write to-day to your representative in Washington and ask him to support a movement for appropriations which will enable our consular service abroad to gather foreign trade information.

# Profit Percentage Question Raised

*English Soda Shop Proprietor Gives Deductions Based on Experience and Asks Opinions of American Managers on This Difficult Subject: What Is Proper Profit Margin?*

*The following letter to the Editor of THE SODA FOUNTAIN from Mr. N. H. Magnusson, proprietor of the Queencho Ames Shop, Southport, England, is self explanatory: Mr. Magnusson is interested in getting an answer to the vital question of how much margin of profit should be sought by the soda fountain and to what extent this margin is affected by local and other conditions. He has given us the benefit of this experience and the deductions which he has based upon it and has written in the hope that other readers of THE SODA FOUNTAIN will be impelled to enter into a discussion of this important matter.*

**"EARLY** in the year the Editor asked for opinions as to what is a reasonable percentage of profit one ought to expect at the Fountain.

"The published comment in reply was almost nil. If free opinions could be obtained I feel sure it would surprise most of us to find how few owners or dispensers really work their business 'off their own bat.' Far too many business people fix their prices and profits by the other fellow's rules. What Smith down the street charges, Johnson round the corner charges also; the consideration that conditions possibly may be totally different does not enter into the case. And yet this is the whole of the percentage of profit question.

"In order to arouse discussion which will no doubt result in good to all of us, perhaps if I quote some experiences of my own it will start the ball rolling.

"My place of business is in a seaside resort, in a street the position of which compels its traders to rely upon season visitors for their trade. All attempts so far to create a residential trade have failed. But a few yards away the conditions are very different, the best people of the district promenade and shop and in addition the traders get first claim upon visitors to the town. The traders there lay themselves out first of all for the residents with service and prices corresponding and based upon a good all-year-round trade. The traders in my section must get all possible out of the business during three or four months of the year because in the quiet season the majority must close their premises.

"This opens up my first point. I would be a fool—as experience proved—if I were to be content with the same percentage of profit which the "round the corner" traders can work on. And they in their turn must work on a smaller percentage in order to keep their residential trade. Again, because I do not close my premises in the off season, having some portion of residential business with Winter parties, I cannot get the same percentage of profit which my competitor across the road gets, because his business is with visitors only and he closes in Winter.

"This same argument applies to the town as a whole and the nearest city, ten miles away. The city conditions cannot apply to seaside resorts and vice versa. Some might say if my prices and service were brought to the residential standard, I would get more trade. When I commenced business here I made the mistake of fixing prices to the city standard, giving good quality, variety and service. I turned business away during the season, made a fair profit and was well pleased with myself—until the Winter came along. Then I came down to earth. I cut prices, kept the quality up. Spent much money advertising and did everything reasonably possible but did not make expenses through the quiet season. In the season I had a big fountain variety, including fancy sundaes, egg beverages and all the usual lines of an up-to-date dispenser. When the conditions were favorable, plenty of visitors in the district and conditions favorable

for obtaining some residential trade, I did good business, but the irregularity of trade proved the necessity of adjusting service accordingly. In the Winter the Hot Service was pushed but with only fair results in comparison. The people could not be tempted to use the street, did not pass the shop and although every possible effort has been made by myself and a few others the conditions are today much the same as of old. My second year I reduced the variety and specialized more. I kept prices as before, but pushed the higher priced lines and better paying lines. This allowed me to get more business done on the busy days, and my percentage of profit was higher. That Winter's trade showed a small profit by working on these same lines. As I gained experience and studied other towns and cities in comparison with my own I made the adjustments and gradually, through war conditions and in other ways, changed the whole method of business, but all the time working upon the necessity of better percentage of profit. I found that I was a fool to cut prices because I must have all the profit out of the business when it was there to do and cut prices would not bring people to the town in the off season.

"Last year I extended to restaurant work. Last year the fountain prices were higher than this. Yet the volume of trade done was much larger than this year. The price with me last year for ices was the highest yet, with the weather conditions all against fountain trade, but I sold more ices last year than ever before or since. This year the weather has been exceptionally favorable for me, my prices have been down, but trade has been very disappointing because the visitors upon whom the town relies were not so numerous as previously or money so free. In the luncheonette I adjusted my prices and methods so that though the turnover is down the percentage of profit is up.

"Now to take a wide view. Is it reasonable to expect me to work on the same percentage of profit as does the big city store? No. The conditions, the policy, everything which applies to the city store is different. I know that one city store runs its ice cream sodas at a cut price purposely as an advertisement for its other departments. I cannot do this.

"Again where it will pay me to keep open for business ten or twelve hours a day it will not pay the big store. It pays the city store to reduce its hours of trading. If they can do the same amount of business in five hours as they do now in six their overhead expenses are reduced by a greater percentage than mine would be if I did likewise. The city store must get volume of trade to pay its way, if the volume is not there the overhead charges soon swamp any profit.

"The methods of the big stores cannot always be applied to the small suburban or side street store. Each has its own peculiarities and each requires its own percentage to carry on its business.

"What it pays one man well to do, another would find

leads to bankruptcy; no two businesses can be run exactly alike although in many cases what will apply to one will apply to another.

"Look around the stores in your town, in or out of your own line of business; you perhaps imagine you know how much the other fellow ought to make, but if you study his trade a little you will be surprised at how much you can learn.

"But don't imagine that it will pay you to do or not do what others are doing, you must study things out before taking action. Then send your opinions and decisions along to THE SODA FOUNTAIN.

"When I take my vacations I seldom visit the same places twice unless for some special reason. I find it pays in many ways to go first to the North then to the South, then East and after, West. By doing this I get in touch with new ideas and learn much of what others are doing. The information obtained this way is surprising and shows how varied is the percentage of profit obtained in various districts."

### "SANDINESS" IN ICE CREAM PREVENTABLE

#### Department of Agriculture Finds it Due to Lactose Crystals—Rapid Freezing and Alternative Warming and Cooling Aggravate Condition As Do Milk Solids

The condition in ice cream known as "sandiness" is being studied by the dairy division of the United States department of agriculture, and it is now possible to make some suggestions to manufacturers and retailers that will assist them in freeing their product from this fault. This imperfection in ice cream has retarded the development of the industry to a considerable extent.

Sandiness is caused by the formation of crystals of lactose, or milk sugar. These crystals, being only one-tenth as soluble as cane sugar, do not dissolve readily in the mouth. Some manufacturers claim to have had hundreds of gallons of ice cream turn sandy before it has left the factory, but sandiness is usually found to occur in much smaller quantities of ice cream, after it has been delivered to the dealer.

Although there are a number of factors that have not yet been thoroughly studied, these conditions are known to have an important influence on the number and size of these sandlike crystals. These known causes are the use of sandy condensed or evaporated milk, excessive lactose in the mixes, and fluctuations of temperature in storage. It has been found that ice cream subject to exposure, as most of it is in process of marketing, should not be made up with more than 5.85 per cent of lactose, which is equivalent to about 11 per cent milk solids not fat; any larger amount than this increases the tendency to sandiness.

Pasteurization is important in overcoming sandiness that may be present in the mix before freezing. If the mix is heated to 145 degrees and slowly agitated for 25 minutes the crystals will be dissolved. Rapid freezing when there is a high lactose content seems to hasten the formation of the sandy crystals. Raising and lowering the temperature, a frequent occurrence in ice cream cabinets, is often a cause of sandiness. In connection with these temperature changes the time of holding has much to do with increasing the undesirable condition.

The very fact that the Fall has been a pleasant and mild one, should mean the best sort of business for soda fountains everywhere. People get out more and do not hurry along quite so fast.

**IF ONLY CLEANLINESS COULD BE  
PRACTISED AS OFTEN AS IT IS  
PREACHED ALL WOULD BE WELL**

In view of the fact that the consumer is the life of the soda fountain business, it is the duty of the proprietor of a fountain to give him what he wants, when he wants it, as he wants it. Of course he wants tasty drinks, that's what he comes in for, but the average consumer, above all things, longs for cleanliness.

The human appetite, at best, is a variable element, subject to the most incomprehensible changes. The average person cannot enjoy that which he sees made in a slovenly, slipshod, unclean manner.

Only in the army does a man reach the point where he can calmly view the camp mascot wagging his stubby tail delightedly as he bathes in the pot of water containing the potatoes for the next meal and then go inside and enjoy the potatoes with never a thought of the mascot.

Carelessness and slovenliness are particularly noticeable in the smaller fountains, it would seem. The city establishments, which cater to an enormous trade, have learned their lesson, that cleanliness is truly next to Godliness and that it does more to fill the cash drawer than the best grades of material and the richest drinks.

No matter how attractive the inside decorations of a store may be, no marble fountain, frosted glass nor waving palms can remove from the mind of the person with what is commonly called a weak stomach the revolting thought of the soda-dispenser's sticky fingers as they lingered carelessly on the drinking edge of the glass in which the consumer's beverage is served, and of the minute splash when these same fingers slipped off and delved coyly into the contents.

The regrettable part of this fact is that it is so absolutely needless.

Remember that the rim of a soda glass was made to be used in drinking, not as a resting place for the upper extremities of the soda dispenser's body.

Perhaps a screened mixing fountain might be advisable, but as a general rule no one objects to seeing their drinks made if the sight does not prove too great a strain on their appetite.

Courtesy and service, too, are big factors in building up a soda fountain trade. The average person going into such an establishment during the day is more or less in a hurry. It is simply a stop by the way with him and what he wants is to get his drink and get out as quickly as possible. The soda fountain proprietor will be wise to take this into consideration at all times. The waiting game doesn't pay when it's the customer waiting.

### CO-OPERATION WITH JOBBERS

The Russ Manufacturing Co., of Cleveland, Ohio, is putting on two special salesmen to assist the jobbers in its Eastern and Middle Western territory. It has selected experienced men for this work—R. A. Stevens, who was formerly Sales Manager for the Combination Fountain Co. and later with the American Soda Fountain Co., who will have for his territory Pennsylvania, West Virginia, Virginia and all the States East and J. E. V. Kaynor, who has been with the Bishop & Babcock Co. for several years and who will cover the Middle States. The special duty of these men will be to assist the jobbers in the selling of their fountains and to make the jobbers' salesmen familiar with the line.

# Charley and Mr. Blank Get a Lesson

*Practical Demonstration Convinces Them That the Best Way to Forestall Price Complaints Is to Let Customers See List Before Buying*

**K**ICKING against prices, all prices from shoe-laces to hair-cuts, has come to be quite a fashionable pastime during the past year or so. From Oregon to Florida, campaigns for lower prices of this and that, engineered by the daily press chiefly for the purpose of directing a larger number of shekels into the exchequer, have become so common that they have unquestionably lost caste. For a season when the fad was first started, the novelty promised something sensational and the public sat up and watched. A headline in the Hecrokus Gazette, "Profiteering in Suspenders Arouses Ire of Firemen," would cause a wave of anger among firemen, stationary, moveable and all other kinds, with a resultant kick every time a Hecrokus fireman bought a pair of suspenders. "Six hundred Per Cent Profit in Twenty-Cent Shave" was the basis for a general kick every time the good citizens of this or that town visited the barber. The idea spread all over the country as paper after paper chimed-in on the lower price chorus. Unquestionably, innumerable cases of retail profiteering have been brought to light, but the general sentiment which has been aroused through the buck-shot methods of the newspapers, has engendered a spirit of protest against retail prices generally whether the price is fair or unfair. The idea is apparently to register a general kick in all quarters against prices as they now are in the hope that each kick will do its part in forcing retailers to cut their figures.

## Public Rather Liked the Excitement

As has been said, the loud newspaper howls at first were a novel type of news and created quite a sensation. The reading public liked the idea of seeing various retail trades put on the rack. The retailers who were attacked got sore but nevertheless their interest was aroused. They read the paper to see who else was getting it. The retail groups which had not yet been arraigned, read with deep interest and awaited their turn to be exposed. And, all the people who had paid the Jones Shoe Company nine dollars for a five dollar pair of shoes, swore they would transfer their business to the Smith Footery Shop after the expose of Jones. So when Smith was exposed as a profiteer, his erstwhile dupes likewise swore they would transfer their trade to the Jones Shoe Company. Thus it went. For a time the plan was new and sensational, but when it was no longer new, it lost much of its sensationalism and glamour. The public tired of this type of story for one thing, and the groups of retailers which could be held up as horrible examples became exhausted. The "exposures" have become much fewer of late, but the plan of registering a kick against prices at every opportunity seems to

## DIPLOMACY LOSES

*Between successfully piloting a pompous, easily flattered old lady to the exit after a marshmallow sundae had been deposited in her lap and meeting the loud voiced attack of a price-hound in front of twenty patrons standing at a fountain, there lies a wide gap. On one occasion as told by Charley in last month's SODA FOUNTAIN, when the old lady's dress was ruined by accident, the efforts of a suave manager turned defeat into victory. On the other, the energetic protest of a middle-aged, keen-minded salesman, fanned to a blaze by the newspaper "campaigns" against high prices for this, that, and what-not, against a charge of 22c for a soda, left the manager speechless and Charley the dispenser, "pop-eyed." With twenty customers at the big fountain, and the newspapers hounding the retailers for lower prices, what was the effect of this loud protest on the minds of the other patrons?*

*Let Charley tell you in his own way.*

shoes that cost \$2.45 for \$8.00, and the like. With wool down to 47c a pound, the "Hickville Democrat" stated in no uncertain terms that \$45 was an exorbitant price for a suit of clothes. The "Olcott Recorder" recorded a decline of 50 per cent in flour, but had the retailer cut the price of bread? Yes, but a mere 10 per cent. So it went. The tough part of the whole thing was that what the papers said was true, only they did not go on and give the rest of the story. The stories were interesting,—even startling—and the data was correct in most cases. The public was impressed, hence the great and far-reaching decision of said public, "Prices must come down!"

## Soda Fountain Prices Were "Exposed"

In due course of time, the soda fountains and confectionery stores were "exposed" in their turn. The very idea that children of the lower East Side of New York should have to pay fifteen cents for an ice cream soda brought forth some rather caustic comment from one of the greatest dailies. Another paper was instrumental in inducing groups of school-boys and girls to parade past and picket various soda fountains which would not reduce their price to ten cents at the demand of the newspaper. Reporters visited place after place and went back to the office to write the great exposure. Leading lights in the fountain and candy industries were interviewed and given much space in the papers. Experts on the newspapers, in this case soda fountain experts, supposedly, although in some instances the same men are football experts in the fall and baseball experts in the spring, calculated that a fifteen cent ice cream soda cost anywhere from two up to seven cents to make, and that ten cents was ample to charge for a drink of this kind. According to some of the "expert" figures on costs, fountain men in order to make a profit not considered excessive in a newspaper's eyes, ought to give their customers the soda free and

have remained with some people to be used against unsuspecting retailers when they least expect its coming, as when the shovels of workmen, after the war, cleaning up sections of the battle fields explode hand-grenades, long since discarded, with disastrous results.

Each paper which entered the lists in defense of humanity, whether it was to bring down the price of hair-cuts or to break the market on white Leghorn eggs, picked a particular group to go after. Some of the dailies selected wholesalers, but most of them picked on the retailer. The "Mountaineale Examiner" cried out in a loud voice that the retail shoe store was robbing the public, selling

throw in a two cent bonus for drinking it. The net result of the campaign was that some of the stores did cut to ten cents and advertised the fact freely while the general sentiment created by the papers tended to cause a dissatisfied attitude toward the fountains which would not cut, and brought forth a considerably larger proportion of kicks against prices.

Under these circumstances nearly every fountain had to undergo some unpleasant experiences and the Blank Fountain at which Charley presides as chief dispenser was no exception to this rule.

One fine day when everything was serene and no hint of coming trouble disturbed the placid atmosphere a self-confident appearing individual, a salesman, according to his later admission, breezed in and asked for an ice cream soda. It happened that Charley himself served him and after giving him the check bearing the bad news he turned his attention to other waiting customers.

#### Charley Meets a Real Kicker

The recipient of the check finished his drink before glancing at the amount but when he did, instead of heading for the cashier's desk he stood evidently awaiting the return of Charley, who was busy well down toward the other end of the fountain. A minute or more passed without his having occasion to return to the neighborhood of his disgruntled customer. The customer apparently became very angry and took the quickest means to attract Charley's attention. He bawled out in a loud voice, "Hey, there!" All eyes at the fountain turned as one in the direction of the noise.

"Is this check right?" This question was shot past some ten or twelve persons, half the length of the fountain. The attention of all the patrons at the fountain was now well centered on the loud-voiced questioner.

"Just a moment, sir, and I'll see," replied Charley as he busily dished out ice cream and punched the syrup punps.

"Well, make it snappy, young fellow, how long do you think I'm going to wait here?"

The dispenser hurried to the end of the counter, examined the check for twenty-two cents and told the rather ruffled customer that this was the correct amount. The gentleman was not to be gotten rid of so easily. His face became red, and his eyes looked like "figs."

"Do you mean to tell me that you people have the nerve to charge twenty-two cents for an ice cream soda?" All eyes were still focused on the kicker.

"Yes, sir, that's our price at this fountain."

"Why, practically all the stores down town are charging ten cents now and give a far better soda than you do for twenty-two cents." All eyes were still focused on the kicker, while all ears were keenly alert to hear what he would say next.

"I can't help it, I don't make the prices. You must talk to Mr. Blank." The manager who had overheard the loud conversation from the back of the store came forward. Here was a tough proposition, an angry customer who felt he had been stung. The manager felt in his heart that maybe the customer had been stung along with many others who had paid his prices, but, at the same time, was positively certain that the patron would never have realized the fact but for the noisy campaign of the newspapers. As he made his way toward the fountain, he cursed the newspapers for their awakening of the public consciousness on the soda question. He remembered the headlines of how "the East Side undernourished children could not buy sodas at the high prices" and the "public was mulcted of thousands daily by high ice cream prices," and he swore to himself. Why didn't the blamed newspapers mind their own business anyway?

Reaching the customer, Mr. Blank saw a sharp faced gentleman of perhaps thirty-eight or forty, evidently a salesman. This was no old lady who could be flattered

into keeping quiet, neither was it a school-boy who could be quieted by a few sharp, cutting words. Here was a man whose very business was arguing price and quality, who was a keen thinker with sufficient nerve to tell the manager what he thought of him and his prices without quailing under the eyes of twenty or so curious customers who still continued to stare.

"What's the trouble, sir?" asked the manager in his best manner.

"Are you still charging twenty-two cents for an ice cream soda?"

"Yes, that's our price. You know the quality of the goods we handle makes it impossible for us to charge less. Why our ice cream runs twelve per cent butter-fat and the law—"

"What do I care about the butter-fat or anything else? Twenty-two cents is robbery. Why you people are six months behind the times. Most stores have cut their prices to ten cents. If you want to rob your customers why don't you hang up a sign and say so? I don't see a price list anywhere." He was right. Not a price was to be seen back of the fountain. In fact, the manager thought that the absence of price tags pasted on the mirrors added a degree of class to the fountain. It made the twenty-two cent sodas easier to sell and gave the idea that at this fountain only quality counted; price was an afterthought.

#### Mr. Blank Fails as a Pacifier

"Believe me, if I wanted to charge twice the right price for anything, I'd hang up a sign and let people know they were going to be stung before they bought my stuff!" With this parting shot, the customer paid the cashier and left the store. The manager stood gazing after him. The suddenness of the man's exit had left the manager unable to reply, had not given him an opportunity to justify himself to the twenty spectators at the fountain. The realization that the twenty people who had overheard the kick might think they were being mulcted also and pass on their opinion to twenty, forty or sixty more and so forth, ad infinitum, troubled him. He decided on one thing then and there. A price list of no unmistakable proportions would be hanging behind the fountain before another day went by.

He had learned a lesson that one kick from one loud voiced patron was a potential source of considerable damage to prestige and trade. In the future there might be dissatisfaction at the fountain as to prices but the announcement of the price-list would naturally silence a kick which might result from being handed a check larger than expected. In general the danger of a kicker at a fountain, especially at busy times of day, is realized as a menace and everything possible is done at this particular fountain to forestall kicks.

#### PLANT OF DAVENPORT CANDY COMPANY RECENT TAKEN OVER

Operation of the Davenport Candy Company plant, Spokane, Wash., was taken over on October 3 by the Aster Manufacturing Company, with H. N. Dias in charge. Final negotiations for the purchase of the Davenport plant by the Aster Manufacturing Company are expected to be completed at once. Nave Lein, for several years local representative of the McDonald Candy Company, will serve as sales manager for the new firm.

"Our new candy plant will be run separately from the present Aster candy company," Mr. Dias said. "I will be in charge of manufacturing candies at the Davenport plant and Mr. Lien will be salesmanager for the firm."

With the coming of Prohibition, a lot of barkeepers went out of business. Some of them turned to soda fountain dispensing and are making good in a marked manner.

# Timely Fountain Gossip Offered

*Well-known Dispenser in Big Broadway Establishment Offers  
His Co-workers Several Live Suggestions on Important  
and Interesting Phases of the Soda Business*

"THAT'S some cluster about our fountain, too had to see the cold weather come and spoil such a business," I remarked to a friend and fellow clerk a few days ago when all New York was sweltering in unexpected heat.

"We won't ever notice the difference when our coffee urns are steaming and we are serving light lunches like last winter," was his optimistic reply. "Our business at the fountain in winter time is as great if not greater than during the hot months, the way we work it."

"How do you work it?" I asked.

"Well in the first place, look at where we are," he began. "There are few places in the city or the world where as many people pass the door as here. Notice how the chain stores have us hemmed in. It is because we have the spot where things happen and people are. They are passing by and it is our business to get them in this store as many of them as possible. Emerson was right about the beaten path to the door of the man who could make a better tin pan than anyone else, but what he said would hardly apply to a drug store light lunch business."

## He Insists on Good Coffee

"Perhaps you will consider me a bit odd when I tell you that I take my meals at two restaurants, that is I start them at one place and finish at another. The first one serves a fine meal but the coffee is like Civil War chicory soup. The first part of the meal finished I get up and go to a place nearby where they have wonderful coffee and there eat my dessert and sip with delight a cup of brimming hot coffee. The drug store lunch is noted for good coffee or bad coffee and the trade is bound to go where the right kind is served."

## Some Service Ideas Offered

So much has been said about service that it may be well to put a soft pedal on this feature of our fountain business. There is a noted New York restaurant on West 20th Street known as Riggs, where these are the instructions to waitresses. I like to think that our dispensers live up to the same ideals.

Serve each customer equally well, whether the order is large or small.

Place the dishes down quietly. Don't slam them down. Be quick and quiet, and have no conversation among yourselves while on duty.

Be always polite and patient with impatient customers.

And to these I would add; Work for your boss. He pays you. These few things pretty nearly sum up the essentials of good service.

## Get Ideas from Restaurants

Pie a la mode is a treat to customers at our fountain and we make our own sandwiches fresh every day, in contrast to the chain stores who buy theirs in most cases. Customers appreciate the difference. All of us great and small are ever trying to get real food, the kind that mother got for us.

We do not wait until a competitor has put some new wrinkle in the fountain lunch business across before we take on that line too. We try to get the drop on him by frequently studying the menus in the leading restaurants to find out what the people want. The trade journals give us many new ideas too. The lunch department of the modern fountain is a little restaurant and the public

is fast coming to recognize it as such. The fare at the larger eating places is poor at the best and if we as fountain men can put one idea into practice that will give our customers a better cup of coffee, a more meaty sandwich or a tastier piece of cake than the restaurant, they are ours for life, to use the popular expression. Note the underscored items on the eating house or hotel bill of fare. They are what the people will ask for and be delighted to find served a bit better at your fountain.

## Many Tricks of the Trade

A man can be the best prescription compounder in the world and not be worth a cock-roach as a punch flipper. Some drug store owners make a mistake when they think because they went to college of pharmacy they know all about a soda fountain. There should be a fountain course in the make-up of the pharmacy students school life, but we don't know of one existing as yet. Some day there will be one, but until then, if one expects to have a successful fountain business he must rely on the knowledge of a real fountain expert. What a mistake it is to think that the fountain game is not a profession in itself! We have a highly paid fountain head. I think all of the big stores do. A successful soda fountain is bossed by a soda man not a porter.

## Keep to One Standard

It is our plan to top certain sundae with nuts and cherries. We don't do it one day and then leave these things off the next. We have regular measures that our dispensers are required to use for this purpose. What is more disgusting and anger producing to a good customer who is in the habit of being well cared for at your fountain than to come in when there happens to be a rush and get no nuts on his sundae, no glass of water and perhaps a dirty spoon? If you have rushes at certain times a day, don't let up on your customary good service because there is a haste to get every last cent of coin.

There is one class of customers, however, that we treat in no uncertain manner; the grand rush that pushes its way and elbows itself up to the counter with no respect to those who already have places there. These fellows have to wait their turn as well as any one else. Favorites of all kinds and varieties are banned at any busy fountain.

Getting back to the old reliable, ice cream soda is good because of the pure cold sparkling carbonated water that bubbles up through it. A good soda is very easily spoiled by trying to make it better, in fact more good soda drinks are spoiled by fountain owners and dispensers who try to make their wares too good than by the sort of fellows who are trying hard for profits. Leave plenty of carbonated water out of the ice cream sodas make up and the drink is spoiled. How many times in our younger days have we ruined our little side drink at the boss's expense by trying to get it too rich. Of course an ice cream soda served in Winter must be sweeter and richer than in the Summer when it's refreshment the folks are after.

## Doughnuts and Cider

As real trade winners there's nothing like good old fashioned sugar sprinkled doughnuts or crullers. They fit in on the side with so many fountain drinks. The best in this line should be acquired for the customers. They appreciate it.

All through the Fall months we serve sweet fresh cider



at our fountain and after that we have the bottled kind. Cider is a prime favorite drink with all and the only reason it is not consumed in greater quantities than root beer, is that it is seldom fit to drink when obtained at the fountain. To serve cider right one must get a taste of it back on the farm where it is made. How can some of our city soda fountain men know how to serve real cider when they have never tasted it in the country and perhaps never have even seen an apple, unless it was on the fruit stand? I never was able to get a real apple on a fruit stand yet and, as we think on along these lines, we see how difficult it is going to be for our competitors to get real cider while all our customers long for, a glass of it.

#### The Great American Breakfast Food

Pies are pretty much American. It's pretty hard to make them out of anything but berries, apples and other fruits. Rice, noodles, carrots, etc., with garlic and onions make good stews, but it's the American fruits that make good pies. Pies adapt themselves well for fountain service. They are fine additions to the malted milk lunch and there is a demand for them. We serve them as good as we can get them made and our customers become regulars in their demand for them.

#### SPOKANE HAS SUCCESSFUL CANDY DAY WITH CASH PRIZES FOR BEST DISPLAYS

Candy Day was a huge success in Spokane. Heavy advance advertising and elaborate window displays were rewarded with exceptional sales records. Several establishments underestimated the demand and were forced to dismantle window displays in the early afternoon to fill orders. Thirty windows were entered in the competition and premier honors went to Oscar M. Borg, with Greenough's, Ltd., second, The Palm store, third and Outside Inn, fourth.

Scoring was arranged on the basis of attractiveness, advertising, selling power and originality. Only one point separated The Palm and Greenough's. All displays were of candy made in Spokane, generally by the shop making the exhibit.

The committee awarded special mention to the McGinnis store, Hillyard, where close co-operation with the home-buying campaign was found, the Stanley grocery, 1004 Bridgeport Avenue, Lidgerwood, which also had a window 100 per cent Spokane products and the Rosebud confectionery, N612 Monroe Street, recently taken over by Kofflen & Kofflen, formerly of Sandpoint, Idaho.

Cash prizes were given by the manufacturers' association. Occasion was taken to emphasize the importance of the industry to the city. Six hundred persons are employed directly in the manufacturing of candy in Spokane, and more than 1,200 persons secure their living from this source. The annual payroll of persons employed in the manufacturing of candy there now exceeds \$900,000, and the total output of locally manufactured sweets, at wholesale prices, \$2,750,000.

#### ICE CREAM COMPANY LOSES TREASURE

Somebody who seemed to know his bearings broke into the Jersey Ice Cream Company's plant on Bay State Road, Lawrence, Mass., Oct. 29, forced the stock room door, rolled out a barrel and took it away. The barrel held 48 gallons of old rum, formerly used in flavoring frozen puddings. Automobile tire tracks showed that the thief or thieves came prepared. There is usually someone at the place nights. This time, it happened, nobody was working.

If you have never told your public about the food value of ice cream, begin and do so now.

#### COLOR HELPS CARD DISPLAY

In the preparation of show cards, window display cards and advertising circulars of all kinds it is not enough to consider merely the subject matter and wording. Legibility and attractiveness of appearance are even more important. This is in part governed by the size and style of type but colors chosen for both paper and type are of great influence on the legibility.

Careful investigation has disclosed that the old reliable style of black letters on white paper ranks well down the scale in this respect. The color combinations ordinarily available are graded as follows,—

Black letters on yellow paper.  
Green letters on white paper.  
Blue letters on white paper.  
White letters on blue paper.  
Black letters on white paper.  
Yellow letters on black paper.  
White letters on red paper.  
White letters on green paper.  
White letters on black paper.  
Red letters on yellow paper.

It should be remembered, however, that the tests only attempted to indicate the relative ease with which the printed matter could be read and did not consider the factor of attractive appearance.

#### MINIMUM WAGE STANDARD FOR FEMALE CANDY WORKERS FIXED PROVISIONALLY

Notice has been given today by the Massachusetts Minimum Wage Commission that it has provisionally approved the determination of the wage board established to recommend minimum rates for women and girls employed in establishments in that State manufacturing minor sorts of confectionery and food preparations.

The occupation includes the manufacture of flavoring extracts, confectioners' supplies and soda fountain supplies, macaroni, potato chips, peanut butter, maple syrup, prepared flour, gelatin, blanched and salted nuts, nut brittle, stuffed fruits, popcorn cake and balls, chewing gum and similar products.

The public hearing for employers, employees and other interested persons was held on Saturday, Sept. 24 at the State House.

The board recommends that the following rate of wages be established:

1. For those 16 years of age and over with three months' experience, not less than \$12 a week.
2. For beginners 16 years of age and over, not less than \$10 a week.
3. For those under 16 with nine months' experience, not less than \$9 a week.
4. For beginners under 16, not less than \$8.
5. These instructions shall take effect on or before Nov. 1, 1921.

It is recommended that experience be interpreted as applying to a particular line.

"Sedentary work," said the college lecturer, "tends to lessen the endurance."

"In other words," butted in the smart student, "the more one sits the less one can stand."

"Exactly," retorted the lecturer; "and if one lies a great deal one's standing is lost completely."—*Kind Words*.

# Should Fountain Make Its Own Syrups?

*Experienced Operator Advances Arguments in Favor of Extension of Home Preparation of Fountain Syrups and Fruits—Claims Greater Profits, Better Products and Increased Business from Plan*

By G. A. DORLAND

WITH the great increase in demand for articles dispensed at soda fountains has grown up another branch of the business, namely the preparing and marketing of syrups ready for instant use. This important feature of the trade found its origin in the demand for syrups and juices not easily made at the place where they were to be sold, and gradually spread until it embraced practically all of the substances used as flavors. Even the old standby, chocolate syrup, that was formerly made in the rear room of the store, has found its way into the ranks of prepared flavors.

There are probably few, if any, fountains in the country that do not use canned extracts and fruits to some extent. Certainly a great number are content to use little else. The trouble of buying, canning, and keeping on hand the various flavors is deemed useless by the bulk of soda fountain owners. And are the prepared substances not equal to the old fashioned flavors in quality and tastiness? It is much simpler, considers the average proprietor of the soda fountain, to sit down and spend a few minutes ordering different flavors as he needs them, than to set aside a certain period in the year and put up all of his fruits. Certainly it is less trouble to have numerous jars of juices and flavoring materials on hand than to feel obliged to prepare them yourself from time to time. It is his opinion that the cost of labor added to the cost of materials must certainly equalize the value.

## Home Preparation Offers Interesting Possibilities

All business is conducted for profit and the soda fountain business is no exception to the rule. Then what shall we say of a trade that casts away an added opportunity to increase its revenues? Soda fountain owners are, with few exceptions, ignoring a field that presents many interesting possibilities. Why shouldn't every fountain dispense some syrups, juices, and fruits that are products of theirs from the first? The profits would certainly show an increase with the adoption of this policy. Not only through the actual saving in costs would this be effected, but through an increase in trade which would be made possible by using as an advertising slogan that element of the business. The added work in putting up flavors would be fully repaid by the increase in profits.

The saving in the actual cost is the first element to be considered. The most important item under this head is the profit accorded to primary handlers of prepared flavors. In the first place the manufacturers profit must be considered. He in turn transfers the goods to a middleman or jobber, who must also make a substantial return on his investment. Here then are two separate divisions which find a livelihood through the neglect of the owner

## INTERESTING POINTS BROUGHT OUT

*In this discussion of the relative advantage of home-made syrups and fruits, Mr. Dorland has brought forward some interesting arguments and has made out a strong case for his views. He has himself had experience in making syrups for the fountain and speaks with some authority on the matter.*

*The whole subject is an important one and deserves fuller discussion than it receives. We do not agree with Mr. Dorland that the home-made products are necessarily better or more uniform than the excellent ones furnished by the manufacturers, but should be interested to learn our readers' views on the subject. It does seem to us that many fountains would lack the facilities for handling the work economically, but there are doubtless many where the suggestions might be profitably applied.—The Editor.*

to take advantage of the opportunities accorded him. It might be said with some degree of truthfulness that since the manufacturers purchase on such a large scale the cost is ultimately equalized. But by taking advantage of the market as it presents itself, from time to time, the cost to the owner can be narrowed down to a minimum. To illustrate with a concrete example take the case of sugar.

Sugar presents an important item in the cost of the finished product. In fact in some syrups it stands for a large proportion of the cost. By watching the market closely and buying in at a low figure this portion of the cost could be lowered

to a point really worthy of consideration.

In the canning of fruits the cost of the fruit is the primary factor. This may be reduced to a minimum by careful buying and immediate canning. The labor employed in putting up the materials does not represent an added investment since the spare time of employees can easily be utilized. Hence a twofold purpose is accomplished, the full benefit is derived from the employee and at the same time a saving in operating cost is made. Another item of considerable importance in the cost of prepared flavors is the amount paid for the jar or container. With each gallon of syrup purchased a container is also paid for. This amounts to from fifteen to twenty cents on the gallon. These containers are not returnable and so are a total loss. If a firm is putting up its own flavors the same containers may be used again and again.

Hence by eliminating the manufacturer and jobber, by purchasing sugar with care, by watching the fruit markets effectively and by utilizing the spare time of employees in dull seasons the cost of syrups can be reduced substantially. This saving balances the advantage that the manufacturer has of being able to secure ingredients at lower rates and leaves considerable to spare.

## Policy Has Big Advertising Value

On top of the actual saving made possible is the advertising value of the policy. A slogan of "We Make Our Own Syrups" would be unique and would certainly attract not a little attention. There are so few fountains in existence that can boast that slogan that the mere oddity of it would be sufficient to build up considerable added business. When a soda fountain owner makes his own syrup he knows what is going into it. He is positive that it contains nothing but the best of materials, for to substitute inferior ingredients is little short of suicide. He can therefore recommend, with greater certainty the product that he dispenses. His own personal guarantee backs

the product. He can be assured the purity of the flavor is of the highest degree.

Would it not be of some interest to the customer to know, as he sat at a fountain, that the syrup in his soda or the fruit used on his ice cream was made or put up in the same building or by the same firm? It would undoubtedly make some impression upon him, no matter how small, and his confidence in the house would be increased. This advertising feature cannot be put aside wantonly because it does present promising possibilities and only waits to be developed fully by some enterprising fountain proprietor. It is evident that if the home-made syrup idea could be adopted as an advertising feature and could be backed up by first class goods, the business could not help but increase to a substantial degree.

If a soda fountain owner decided to adopt the policy of making some of his own syrups exclusively it would be necessary for him to take a number of precautions. In the matter of buying and canning fruit the greatest amount of care must be exercised. It is absolutely essential that the fruit be in no way below standard. It must be purchased with care from responsible sources and cannot be allowed to stand for a very long period. In fact it is best to start the canning immediately upon receipt of the goods. After a simple boiling process and addition of the other necessary ingredients the fruit is ready to be put in cans or jars. It will keep as long as necessary and a good supply of fruit can be kept in hand constantly.

#### Self-Made Syrups Offer Some Advantages

In comparing prepared flavors and flavors made at the fountain a number of facts must be taken into consideration. Taking as an example chocolate syrup or caramel syrup, we can easily see just where the home made article holds an advantage over the highly concentrated material. In the first place the manufactured syrup contains a certain amount of filler, which gives it body. The amount varies with the desire of the maker for added profit. This filler does not add to the attractiveness of the syrup and is therefore a useless addition. A certain amount of preservative is necessary in canned syrup and even that cannot prevent its spoiling. The preservative must be some foreign substance, that is not as a rule the best thing to have in a good syrup. As was mentioned above, even the addition of some material does not assure against spoiling. Prepared chocolate syrup spoils a short time after the jar is opened since the syrup is very liable to ferment. Buying prepared syrup involves these disadvantages: first, an added filler is in the syrup; second, a preservative is present; third, the syrup is liable to ferment before it can be used up. If the chocolate syrup used at a fountain is prepared at the fountain itself, by the proprietor all of these difficulties are done away with at once. It is little or no trouble to make the syrup as it is needed. A careful checking up will show just how much will be used over a certain period. No preservative will be necessary since the syrup is to be used in a short time; no filler will be put into the material; no spoiling will occur. Added to all of these advantages is the undeniable tang associated with a fresh home made syrup. This taste has not as yet been copied successfully by manufacturers. The long space of time between the making of the syrup and the consuming robes it of a great deal of its natural flavor. A number of different formulas for chocolate syrup have been used and are still being used by some fountains. They differ in many respects as each person takes a peculiar pride in his method. One that has been used with a great deal of success by a large fountain operator in the Middle West is as follows:

Take 8 ounces of powdered cocoa and 8 ounces of simple syrup and make a smooth paste. Dilute paste to one-half gallon with simple syrup. Cook until it reaches the boiling

point. Remove, cool, and strain through a fine strainer and a cloth. Add one-half fluid ounce tincture vanilla and one-half fluid ounce extract licorice. Two tablespoonfuls of marsh-mallow if desired may be added.

This formula and others have been used effectively in a number of concerns, and a steady increase in business has been the result.

In summing up the advantage in the preparing of syrups for your own consumption we see that the main factor in favor is the increase in profits. Added to this must come a certain pride in knowing that you are recommending your own product to the public and not the output of someone else. Some satisfaction must certainly come through knowing that you are selling the best that you know how to make.

#### CHOCOLATE BUSINESS MUCH IMPROVED

**Manufacturers Now Working at Top Speed to Produce Record Output—Some Credit For Increased Demand Given to Soda Fountains Where Chocolate is Now the Favorite**

The recovery in the chocolate industry, described by one manufacturer as "the most remarkable revival that we have ever seen" offers an up-to-date instance of the force of the old axiom, "A business founded on a habit of the people is a safe business to be in."

Manufacturers who were only recently marking time and searching for make-shifts to keep their reduced staffs busy are working once more at top speed. Indicative of the progress in this direction is a report just received from H. O. Wilbur & Sons, of Philadelphia, manufacturers of chocolate and cocoa, which says, "From the dead calm of mid-summer, we are now working twenty-four hours a day, producing the greatest tonnage in our history." "This," declares the Philadelphia firm, "proves the vitality of the chocolate business and the prominent part it is taking in the return of prosperity."

Part of the credit for this recovery, which extends through the industry generally, must go to the increase in demand for chocolate at the soda fountain with the approach of cold weather, but that is not an adequate explanation of a recovery that can be called "the most remarkable revival that we have ever seen." The truth is that, with a gradual return of confidence in the business future, the public is loosening its hold on the purse-strings and old habits, including the daily hot chocolate habit, are reasserting themselves, stronger than ever. The foresighted fountain owner has been keeping a step ahead of this movement in his buying and the improvement has been reflected back to the factories.

The report of H. O. Wilbur & Sons stresses the importance of two ways by which the individual fountain owner can insure that his chocolate business keeps on the upgrade—by giving closer attention to the quality of the chocolate he serves, and by taking greater care to inspire his dispensers with interest and enthusiasm in the building up of his profitable hot drink trade.

#### NONIK CO. MAKES ANNOUNCEMENT

The Nonik Glassware Corporation, of New York, has arranged with P. L. Gent & Son, of Holborn Circus, London, E. C., for the control of their Nonik line in England. The Maple Leaf Soda Fountain Company, also of London, will work in conjunction with Gent & Son in handling their soda fountain line.

MacPherson (at the box office): "Will ye kindly return me the amount I paid for amusement tax?"  
"Why, sir?"

MacPherson: "We wasna amused."—*London Mail*.

# Fruit Syrups in Beverages Predicted

*University of California Experiments Demonstrate the Feasibility of Preparing Flavors for Carbonated Beverages by Concentration of Natural Fruit Juices at Low Temperatures*

By W. V. CRUESS\*, University of California

**T**HE results of preliminary experiments made in the Fruit Products Laboratory of the University of California, Berkeley, indicate that properly prepared fruit syrups can be used to replace the artificially colored and flavored syrups now used in the preparation of carbonated drinks.

California produces many thousands of tons of strawberries, raspberries and loganberries for which it is difficult at the present time, to find a market. The market for wine grapes is becoming more uncertain as time goes on and the full effects of the 18th Amendment become more apparent. Enormous acreages of wine grapes have been planted during the past two years. Some outlet for this increased production of grapes must be found or the vines uprooted. The proper blend of grape juices or grape syrups can be used to prepare an inexpensive carbonated beverage of very pleasing flavor and healthful qualities.

## How the Syrups are Made

In our experiments the fruit syrups were prepared to contain about 50 per cent sugar. These syrups were diluted with carbonated water on standard soda water bottling machines. Two ounces of the syrup was diluted with about five or six ounces of carbonated water. Owing to the fact that fruit syrups are very rich in food values they are suitable media for yeasts and other fermenting organisms. It is therefore necessary to pasteurize the carbonated juices in order to prevent spoiling. Pasteurizing at 140 degrees F. for 30 minutes was found to be effective.

Loganberry syrup gave a very delicious beverage. The same was true of a blend of muscat and red wine grapes syrup. Combinations of red wine grape syrup with raspberry and strawberry gave good results. Experiments are now under way to determine the proper degree of carbonation and the minimum pasteurizing temperature. The permanency of the fruit color is also being tested.

In our investigations the syrups have been prepared in three different ways.

The first method consists in merely crushing and pressing the heated fruit followed by the addition of sugar to increase the sugar content to about 50 per cent. This was preserved in cold storage without sterilization.

The second method employed was to freeze the syrup at 0 degrees F. and to separate the resulting ice and syrup by centrifugal action. A 55 per cent syrup was obtained with grape juices without additional sugar by this method but sugar was added to other fruit juices.

The third method employed was concentration of the juices in vacuum pans. The last named process was not satisfactory because most of the fruit flavor was lost and because the heat used in concentration injured the color and stability of the syrup.

In order to retain the fresh fruit flavor it will probably be necessary to store fruit syrups at low temperatures and not to rely on pasteurization as a means of preservation.

## Estimated Cost Not High

In normal times grapes of the best quality can be obtained for from \$25 to \$50 per ton and berries from \$35 to \$100 per ton. At these prices the cost of the fruit

\*Reprinted from "California Grape Grower"



W. V. Cruess in His Laboratory

juice per gallon would range from 6 cents to 60 cents. The crushing, pressing and filtering of the juice should not exceed 10 cents per gallon. If these juices are sweetened by the addition of cane sugar the final cost for each gallon of carbonated juice will be 15 cents to 40 cents, or the cost per eight ounce bottle for fruit and sugar would not exceed 2½ cents; in some cases it should be as low as 1 cent. It should therefore be possible to manufacture the carbonated diluted fruit syrups at such a cost that the 8 ounce bottle could sell for not to exceed 10 cents retail.

Fruit juices are very healthful beverages for the reason that they contain the compounds known as vitamins which are necessary to the growth and well-being of the human mechanism. In addition to this they contain certain salts that are vitally important to human nutrition.

The Fruit Products Laboratory has recently purchased considerable additional equipment and supplies for the prosecution of investigations in this field. Commercial quantities of the various fruit juices made from fruit syrups prepared and described elsewhere in this article will be made and offered for sale in order to test them in the market. The experiments to date have been of a very preliminary nature and the writer does not wish to pose as being over-optimistic or does not predict that these syrups will revolutionize the bottling industry or save the fruit industry from ruin. He merely wishes to call attention of the bottling trade to these products and would like to have as many as possible of the bottlers investigate the merits of real fruit syrups.

# Merits of Ice Cream Cones Set Forth

*Food Value, Popularity and Profit Listed Among the Reasons for Pushing this Method of Selling Ice Cream At the Fountain—Young and Old Alike Buy*

By L. J. SCHUMAKER, President, American Cone & Pretzel Company

SOMEONE has said that there have been only two outstanding discoveries in the preparation of food for consumption since man first learned to burn his meats and freeze his desserts. These are the discoveries of the sandwich and the ice cream cone, both making for simplification in serving and for the popularizing of their chief constituents. Both discoveries have been of incalculable importance to the soda fountain business.

There is something characteristically democratic and American about the ice cream cone. Once pushed into popularity, it went everywhere; it swept out of existence such forerunners as the ice cream "sandwich," so-called; it went out into the street to serve the crowd; it brought in to the soda fountain a multitude that could not be caught by such devices as fancy—and comparatively costly—sundaes. Its convenience and its essential goodness drew to the coffers of the purveyor of ice cream the nickels of not only more of the old, but of entirely new classes of trade; e.g., the peripatetic sight-seer of the fair ground and circus, the day-coach passenger briefly halted in the station, welcoming the cry of the cone-vendor, the thrifty householder with ready nickels with which to send "Johnny" for cones of a hot summer's evening, but with no inclination to buy cream by the pint or quart—the usual alternative.

## Cones are Profitable Fountain Feature

The consumption of cones today is a pretty true index to the consumption of ice cream. Show me a community which uses quantities of ice cream cones and I will show you a community that buys a great deal of ice cream; on the other hand, it is a well-known fact that in communities where few cones are used, the consumption of ice cream is small. The introduction of the cone was one of the biggest boosts the ice cream industry ever received.

It is an ill wind that blows nobody good and I believe that these times of economy offer the soda fountain man who features ice cream cones an unusual opportunity for profit. The profit in selling a cone is such that any dealer can measure his cream so as to sell a cone for five cents at a very good margin of gain. But it would be a mistake to think that the profit ended there. Feature the cone, its low price, its crisp sweetness of taste and its high food value and you will find that you have a leader wherewith to attract more people into your establishment, where they will see and buy candy and other merchandise which you have to offer them. The wise fountain man knows what the reputation for having "the best cones in town" is worth to him.

A word on the subject of the five-cent cone. When former Vice President Marshall, upon leaving office, was asked by the Washington correspondents what he believed was the chief economic need of the United States he said, "A good five-cent cigar." If I were asked what I thought would do more than anything to increase the sales of ice cream all over the country, I should answer, "The return of the good five-cent cone."



L. J. SCHUMACHER,  
Pres. American Cone &  
Pretzel Co.

With bulk ice cream selling at \$1.20 a gallon (it is \$1.12 in some cities) the profit on a five-cent cone figures as follows:

### COST:

Figuring 80 measures from a gallon of ice cream .....	\$1.20
80 Cones .....	.40
Tax on 80 Cones .....	.80

### SELLING PRICE:

80 Cones at 5c each .....	\$4.00
---------------------------	--------

### PROFIT: .....

\$1.60  
You can also sell two cones for ten cents and pay only one cent tax on the sale.

### Business No Longer Confined to Children

No longer is the ice cream cone business a juvenile business. The young people may set the pace in consumption but their elders follow close behind. Ice cream cones are popular with all classes and ages. They are "good form" wherever ice cream is "good form," and that is everywhere. It is not only their convenience which has made them popular but their own deliciousness and food value apart from that of the ice cream to which they have been made subsidiary. The seller of cones who fails to stress that selling point is making a big mistake. Professor Lewis B. Allen, director of the Westfield Food Laboratories has given our own cones a higher food value than bread, biscuit or chocolate layer cake. Facts like these should be made to play their part in the featuring of ice cream cones as leaders toward more business.

## NEW ENGLAND CONFECTIONERS MEET

Albert R. White of North Dighton was the principal speaker at the annual meeting and dinner of the New England Confectioners' Club in Young's Hotel, Boston. He talked on the "Future Business Outlook." President N. Edwin Covel presided and was reelected to the presidency of the club. About 160 members attended. Other officers elected were Arthur H. Potter of Cambridge, vice president; Fred H. Dow, of Cambridge, treasurer; George B. Farrington, of Boston, secretary; Alfred T. Haskell, Charles A. Mayo and Charles A. Briggs, members of the executive committee.

## NEDICK COMPANY PAYS BIG RENTAL

The Nedick Orange Drink Company, which retails orange juice by the glass, has agreed to pay a rental of \$2,000,000 during a sixty-three year lease of the three story building at the southwest corner of Broadway and Twenty-seventh Street, New York. The structure fronts 50.5 feet on Broadway and 66.6 on Twenty-seventh Street. The lessees already use most of the space in the building. The deal was negotiated with the heirs of the late Thomas Morgan, owners, through F. & G. Pflomm, brokers. Willard S. Burrows represented the Nedick Company.

# Fountain Helps Department Store Trade

*Installation in Establishment of Hale Brothers, Inc., San Francisco,  
Proves Valuable Adjunct and Manager Says It Is  
Essential to Prosperity of the Store*

**H**ALE BROS., INC., whose store at Fifth and Market Streets, San Francisco, is one of the busiest of the great stores of the California metropolis, operates a soda fountain in the basement and is meeting with great success with the venture. The installation is one of the largest in San Francisco and much of the time it is crowded, illustrating its popularity.

"We have two places in our store where refreshments are served," said A. J. Bloch, under whose direction the soda fountain was installed. "On the top floor is the Pompeian Court, where a regular restaurant is conducted, while in the basement is the soda fountain where we serve regular fountain drinks, with a hot lunch between the hours of eleven and two. Aside from being a convenience for patrons, the soda fountain is one of the best paying departments in the entire store, considering the space occupied. We would not think of doing without it.

## Fountain Essential to Store, Says Manager

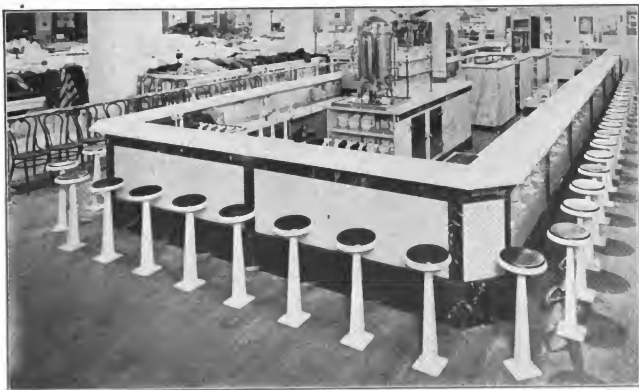
"In my opinion a soda fountain or refreshment place of some kind is essential in a department store, particularly in one catering to the popular trade. If a woman happens to be in the store at lunch time she can secure a lunch, or a refreshing drink, without the need of going out, and many sales are doubtless made by keeping shoppers in this manner. Then, too, many come into the store especially to patronize the soda fountain, or the restaurant, and make other purchases before they leave. There is no denying the fact that a well conducted soda fountain is an excellent drawing card. Then there is another angle to the question. The well-fed, satisfied shoppers make purchases

more freely than those who are hungry and irritable and whose minds are on getting through quickly in order to lunch.

"A soda fountain is not a new venture with our firm, but the present installation is a comparatively new one, having been added this year. Before installing this one we cast up all our experiences in the past and decided to have as near a perfect installation as possible. In this we have not been disappointed and if we were to have to replace the fountain there are no improvements that would be made that I know of.

"One of the first things which we considered when we planned the installation was that of sightliness. When a fountain is in the form of a hollow square, like this one, patrons see many details of the inner workings that are ordinarily screened from view, and we decided to make these as sightly as possible. Marble has been used throughout and cleanliness is a watchword. No matter how careful workers are, the sight of cooking foods and the serving of the same, is not appetizing and we have arranged to keep the steam tables out of sight. These are located in the exact center of the installation, the marble booths hiding the food and the cooking paraphernalia from the view of patrons. During the rush hours these tables are presided over by attendants whose sole duties are to fill the orders of those waiting upon the customers, but during the slack period the counter attendants fill their own orders here, as well as at the soda fountain.

"In designing the fountain we also worked to secure the maximum of efficiency from our employees and while



Department Store Fountain is Placed Next to Bargain Dry Goods and Grocery Sections



the installation is a large one patrons can be served more readily than at many of much smaller size. By dividing the fountain into four quadrangles of equal size four complete units are secured, each with soda draft arms, hot urn service, steam tables and cash register. Dispensers need never leave their quarter of the fountain to give complete service."

#### Special Register Device Used

When Hale Bros., Inc., made their soda fountain installation they spared no expense to make it attractive and



*Back of Fountain Visible to Customers and is Made Attractive*

convenient, but did not lock with much favor on the expenditure of approximately \$2,000 on the purchase of new cash registers, with the tax recording device, when they had four perfectly good registers of the regular type. Mr. Bloch personally gave this matter his consideration and designed a simple attachment which saved the expenditure of almost \$1,800. This device locks the cash register and prevents the recording of any sum until the operator indicates by means of a lever the amount of the tax. When the lever is moved to nought, one, two, three, four, or whatever the tax charge may be, the amount of the tax and the amount of the purchase is recorded.

The location of the fountain is directly at the Fifth Street entrance to the basement and adjoins the basement piece goods and self-help grocery departments. All of the suburban automobile bus lines load and discharge passengers at this entrance and considerable transient trade is secured from this source. Many of the regular patrons of the store enter by means of the special basement entrance and pass directly by the fountain. About sixty-five can be seated at the fountain at one time and tables have been provided on one side at which about thirty-five more can be cared for.

Hale Bros., Inc., have built up their huge business by catering to the popular demand, with goods at popular prices, and this policy is being followed at the soda fountain. Ice cream, frozen ices, ice cream sodas and frozen phosphates are sold at 10 cents, war tax extra. These low prices not only return a handsome profit, with the large volume of business done, but are a good advertisement for the rest of the store. People reason that if Hale Bros. can sell ice cream sodas at ten cents, while others charge fifteen cents, the other things they handle may be expected to be in proportion.

#### Patrons Appreciate Descriptive Menus

People who buy in department stores like to have the merchandise described and store advertising is usually quite alluring. The same policy is in effect at the soda fountain and the menus not only list the offerings, but describe many of them. Patrons are told just what will be found in a Hale's Special Sundae, how Parfaits and Frappes are made and how an Ice Cream Special is put together. Many are induced to try these who would

never think of ordering something they know nothing about.

Coffee is sold at five cents a cup and patrons to whom the blend appeals especially may step across the aisle into the self-help grocery section and secure the same kind. During the luncheon period great quantities of sandwiches are disposed of, most kinds being priced at ten cents, with a few at fifteen cents. Hot drinks sell most freely during this period, chocolate, malted milk and lemonades selling at ten cents being favorites.

One of the interesting features of this big American fountain is the prominence given the bronze Esquimaux boy, Vogeli, who stands in readiness to spear the walrus. This bronze figure, even including the block of onyx ice upon which he stands, went through the great San Francisco fire of 1906, and is regarded as an interesting relic. It was desired to keep the counter space perfectly clear, so a place was found for it on one of the pillars in the center of the fountain, where it can be seen by all.

#### EXTRACT MAKERS OPPOSE NEW TARIFF

##### Increased Duties on Oils of Lemon and Orange Said To Be Burden on Manufacturers and Consumers and Elimination is Asked

Richard H. Bond, sales manager for McCormick & Co., Baltimore manufacturers of extracts and spices attended a meeting of the executive committee of the National Flavoring Extract Association recently at the Marlborough-Blenheim in Atlantic City. At this meeting the supplementary prohibition bill, with reference to the use of alcohol for industrial purposes, the Haugen so-called slack package bill and the Calder measure, providing that goods not adulterated and meeting the requirements of the national law shall not be subject to state and municipal regulation and prohibitions, were discussed.

The committee took up the proposed increase in the import duty on certain essential oils used in flavoring extracts, such as oil of orange and oil of lemon, from 10 to 20 per cent. A protest against the proposed increase has already been sent to Senator Penrose, chairman of the Senate Finance Committee, and this action is to be further backed up, the position taken by the flavoring extract manufacturers being that the domestic production of the two oils mentioned is very small, so that the question of protecting an industry capable of extensive development against foreign competition is eliminated. Furthermore, the addition to the duty, it is pointed out, would increase the cost of flavoring extracts by the addition to the rate of duty and place the domestic producers at a disadvantage as against the foreign manufacturers. The repeal of the present duty is favored, but if this cannot be obtained the Committee is strongly against the contemplated increase.

R. E. Heakin, of The Heakin Company, Cincinnati, presided over the meeting of the executive committee, and others present besides Mr. Bond, who is third vice-president of the association and in virtue of this office a member of the board, were: Gordon M. Day, of the Day-Bergwall Company, Milwaukee, Wis., secretary and second vice-president; L. B. Parsons, of Parsons & Seaman Bros., New York, first vice-president; Frank L. Beggs, of the Styron-Beggs Company, Newark, O.; Fred S. Rogers, of McMonagel & Rogers, Middletown, N. Y.; E. P. Price, of the Price Flavoring Extract Company, Chicago; John T. Stutz, of the Forbes Bros. Tea and Spice Company, St. Louis, and G. C. Davis, Davis Manufacturing Company, Knoxville, Tenn.

Mr. Bond, who is chairman of the legislative committee, gave a resume of the latest developments in connection with the work of this office.

# Fountain Gains Ground in England

*Druggists Still Distrust Soda Business, but Tea and Candy Shops Are Displaying More Initiative and Are Investigating the Possibilities of the American Style Fountains*

By JACK BROOKS

**B**RITAIN is a country that is not over-burdened with soda fountains. In fact, you could herd all the soda fountains of the country into an area as big as Long Island and then overlook 'em. The soda fountain as a money getter is a factor sadly neglected both by the druggist and by the retail candy man. And it looks as though there is an opportunity yawning for someone to wade right in and educate them into what is good for them.

There are soda fountains, of course. But they are mostly in the metropolis. You run across an anaemic specimen occasionally out in the suburbs, but at the best they are only monkeying with the art. Those few bold souls in London who have glimpsed ahead into the future a bit and have gone to the mat with this soda fountain perplexity, have nothing to regret today, which is a pretty significant sign that the soda fountain would not want for friends.

Most of those people who have realized the possibilities of soda fountain refreshment are folks who have either traveled in the United States, lived there, or have read the trade magazines published in that country. Gordon Selfridge, for instance, who used to be with Marshall Field & Co., in Chicago, and later started on his own and is now head of the finest department store in London, practically introduced the American soda fountain on a large scale in this country.

The first candy and soda fountain store opened by Mr. Selfridge in London was only about 10 feet long. But the soda fountain idea caught on all right. At this place, \$1,500 a day was taken in the summer months and \$500 a day in the winter hours, 10 to 6.

In his large Oxford street store today this former Chicagoan is paying special attention to his soda fountain and drug department with the result that the Selfridge store is without doubt the most popular shopping house in the metropolis.

## Druggists Sell Bottled Drinks

Thanks to the lead of Mr. Selfridge the value of the soda fountain as a business builder is beginning to permeate the cerebral strata of the retail merchants of the country with the result that the community is becoming quite hopeful. That there is a real need of the soda fountain here is illustrated in the excellent demand for mineral waters of the bottled variety. This year mineral water folks never were so busy and the demand for mineral water sugar has been enormous. Every variety of store handling pastries, cakes, candies and fruit builds a big side line in drinks of the fizzy sort. But it is all bottled goods such as lime-juice and soda, cherry cider, ginger-beer, lemonade, lemon squash, American cream soda, et cetera, et cetera. Tea shops and even public houses do a big business in these bottled drinks, anything from 8 cents to 25 cents being charged for a pint bottle according to the social standing of the district in which you make your purchase.

And this, really, is nothing more nor less than a primitive soda fountain.

The nearest the majority of druggists have got to the modern soda fountain is lemon squash. In the warm weather they stick a huge stage lemon in the center of the window trim and stack up small packets of lemonade crystals around it. If you are a desperate case they will



*Typical of English Establishments Which are Welcoming Fountains*

mix you a drink of lemon squash in the store. But they really prefer to sell it to you dry and let you mix it and drink it at home.

There is a druggist near one big railroad station in London who has never fancied the soda fountain as a money-making side-line. As a matter of fact he is not quite sure what a soda fountain is. He has a vague idea it is something on the order of a fireman's hose during squirting hours. But he is strong on sarsaparilla. He has a big barrel of it standing on the sidewalk in front of the store and a table of glasses. A small boy serves you the "wine" at a nickel a time, out on the sidewalk. There is a big enough demand for this prehistoric soda fountain drink to prompt the druggist to make it a regular line for his store. Yet, were he to install even a small fountain he could turn over ten times the amount he handles with the sarsaparilla butt.

And you could duplicate his case in practically every village and town of the country.

## Home-Made Phosphates Have Sale

Around London you may find the druggist attempting to meet the fizz drink demand during warm weather with phosphate mixtures made direct from a few bottles. But this sort of business is more the result of the druggist's desire to please his regular customers than it is a plan to work up a soft drink sideline for his own commercial benefit. The druggist, with his knowledge of those chemicals best suited to reduce thirst and counteract heat waves suggests that his customer try one of his phosphate concoctions which are purely home-made affairs. As soon as the heat wave has subsided phosphate drinks sink into oblivion again. And so, the elementary principles of the soda fountain are scotched once more.

But still, although the average druggist here today does not know a "Banana Split" from a "Cleopatra's Evebrow" signs are not wanting that he is going to in the near future. All he is waiting for is for someone from the United States to come over and give him a lead. When the Boots drug stores were acquired by the United States drug interests some little time back it was thought that



# American Bottlers Meet in St. Louis

## *Removal of Tax on Carbonated Water for Fountain Use Reported and Resolutions Adopted Protesting Against Special Tax Burdens On Any Section of the Soft Drink Industry*

On the closing day of the Third Annual convention of the American Bottlers of Carbonated Beverages, held in St. Louis, on October 26 to 28, the following officers were elected to serve during the ensuing year. Charles V. Rainwater, Atlanta, Ga., president; George C. Bidgood, Richmond, Va., vice president; R. L. Ellis, Asheville, N. C., treasurer; and James Vernor, jr., Detroit, Mich., L. G. Herbel, Madison, Wis., and Hugh J. McMecken, Boston, members of the Executive Committee. A. B. Freeman, New Orleans, was named for the three year term and G. N. Cox, St. Louis, was selected to fill the term of W. B. Rood, Detroit, who resigned.

The opening session, on Wednesday, was taken up with the address of President James Vernor, jr., of Detroit, the reports of various committees and discussions of affairs appertaining to the manufacture of beverages at large.

In making his annual address, President Vernor confined his remarks to a few outstanding facts and thanked the members for their attendance and the supply houses for their cooperation and support. The attendance was larger than at any previous convention and numbered nearly 1,500 delegates and guests.

### No Tax on Carbonated Water for Fountain

The efforts of the association at Washington in its fight for tax reduction, were outlined in detail by Secretary Junior Owens. "Up to the present time we have never taken a claim to the Federal authorities which has not been allowed," said Secretary Owens. "Of course, we have examined thoroughly the claims before submitting them and would not present a claim which was wrong. We found, in our relations, that the officers of the Sales Tax Division of the Bureau of Internal Revenue are not only ready and willing, but are anxious to do everything in their power to mete out justice to the manufacturers in their tax troubles."

Good news was presented to the convention by the Legislative Committee through whose activities many of the tax problems have been successfully adjusted at Washington. Announcement was made that the Association had just been informed of its success in obtaining a ruling from the Department of Internal Revenue eliminating the tax on pure carbonated water, unflavored, when sold by the manufacturer to the owner of a soda fountain solely for further manufacturing purposes and compounding drinks at the fountain and not for consumption as a beverage direct.

The afternoon and evening of Wednesday were devoted to entertainment and the inspection of the exposition at the Coliseum at which every accessory known to the bottling trade was on exhibition. There was also a luncheon and entertainment.

### Resolution Against Special Taxes Adopted

Thursday morning, reports of the Publicity and Financial Committees were submitted and the following resolution on taxes to be transmitted to Congress, was unanimously adopted:

Whereas, there appears to be a growing tendency by both State and National Governments, to impose on

the soft drink industry, special taxes not imposed on other businesses; and

Whereas, we cannot concede the fairness of singling out our industry from all other businesses on which to impose special taxes, the burden of which our industry has carried for four years already,

Therefore, be it resolved that the American Bottlers of Carbonated Beverages, representing some 14,000 bottlers, of soft drinks throughout the United States, in annual convention assembled at St. Louis, Mo., October 26-28, 1921, do hereby enter its earnest protest against the imposition of any special taxes whatever, on the soft drink industry or any such ingredients as are necessary in the manufacture of soft drinks, declaring such action to be discriminatory and altogether unfair and unjust.

Resolved, further, that copies of this resolution be sent to all State Secretaries, with instructions that they mail copies of same to their respective Senators and also to the members of their State Legislatures, should occasion arise making it necessary to do so, urging their best efforts to defeat proposed special taxation directed against the soft drink industry.

There was also an address by Professor Sayre, a member of the Committee on Definitions and Standards of the Bureau of Chemistry, who told of the important service which Government chemists had rendered by greatly reducing and in most cases, entirely eliminating the adulteration of important drugs, which adulteration had in some cases rendered the drugs entirely useless.

There was also an address by A. C. Holden, acting Deputy Commissioner of the Internal Revenue Department. Mr. Holden mentioned the different methods of approaching the Revenue Department and pointed out that the best method for the member of an organization in Washington was to reach the department through the officials of the association. The congressman or senator, he stated, had no advantage over the individual bottler in dealing with the Internal Revenue Department and that the bottler himself could obtain anything that could be gotten by the senator or congressman. "I can say to you," he said, "without any feeling in the matter that they will get no more from the Internal Revenue Bureau than you will."

A nominating committee of five was appointed to present nominations for officers of the association for the ensuing year, to report at Friday's session. This committee was composed of J. F. Chambers, Huntsville, Ala., chairman; Chester Brown, Asheville, N. C.; W. B. Heller, Pittsburgh, Pa.; Andrew Dahmer, Detroit, and Dan O'Leary, Connecticut.

Thursday afternoon, the members and their guests, on invitation of the Anheuser-Busch Company Association, visited its plant. They were royally entertained, with an elaborate luncheon, an entertainment and dancing. The visit lasted the entire afternoon.

At the closing session on Friday morning, there was general discussion and an address by Martin J. Wolf, on the "Necessity of Properly Merchandising Carbonated Beverages" and the election of officers. This brought the convention to a close.

The next meeting place, it was announced, would be determined on by the Executive Committee.

## R. E. SCHAFFER GIVES HIS SUCCESS RULES

**Fountain Manager of Evans Stores Shares Benefits of His Experience And Offers Suggestions Valuable To Dispensers and Executives Who Wish To Get On**

While there can, of course, be only one manager of a soda fountain to several dispensers, did you ever stop to think how few young men who have gone to work behind the marble slab have become first-class managers? The proportion is very small. This is shown, to a certain extent, by the frequent changes in management. Then there is the testimony of store proprietors.

What seems to be the difficulty in attaining first rank as a fountain manager? If one listens to what successful managers have to say on the subject, the trouble seems to be lack of serious interest in the business. Too often a lad starts in behind the fountain by way of a Summer lark, to earn vacation money. To such, of course, interest soon lags. But to the serious-minded youth who is determined to succeed, the dispenser's job offers many attractions and is a good stepping-stone to something better.

Listen to what a young man of this latter description, who is now a successful fountain and luncheonette manager, has to say on the subject.

"Too many boys," says Raymond E. Schaffer, manager of the fountain of the George B. Evans drug store, 1221 Market street, Philadelphia, and of the luncheonette department in all of the five Evans drug stores in that city, "when starting in to work at the fountain try to do as little as possible and get out at the end of the day as quickly as they can.

"I have had ample time to notice this. When I first entered the soda business, about fourteen years ago, my job was that of bus boy in the Evans store at 1106 Chestnut Street. When I began, I had no idea how I was going to like the work, but I kept my eyes open and after a few days I became very much interested in it. This feeling increased and I worked very earnestly, day and night, as the store was open in the evening, as well as in the daytime.

"Such success as has come to me, I credit to my ambition to do things right, to serve my employer to the best of my ability and never to let myself get too big to take advice from some one else. Now, at the end of fourteen years, I am always ready to listen to suggestions and learn something new. The fountain manager, no matter how long he may have been in the business, who gets the idea that he knows it all, is bound to suffer for this attitude.

"If I were making suggestions to a young soda dispenser who was about to be made manager, I would say:

"Use your head, as well as work hard. As quickly as you can, learn just how much stock it takes to run the fountain and luncheonette from day to day.

"Find out how much help you need and get it as soon as possible.

"Lose no time in calculating your expenses and what percentage you make, daily.

"Realize that the average patron today demands the best

of service and it is part of your job to see he gets it.

"Remember, and have your dispensers remember, that it is just as easy to be polite and obliging as the opposite.

"Be on the job and insist on your help being likewise. Try out new specials. See that everything about the place, including glasses, if they are used, is kept scrupulously clean. See that each customer is served according to his order. Don't permit anything to be served to a customer that you would not care to have served to you, if you wanted that particular order.

"If any dispenser serves a drink unsatisfactory to a customer, don't try to patch it up; have an entirely new drink served to him. This will bring him back as a regular patron.

"Watch out that there are no fermented syrups, or crushed fruits. Sell nothing that is not up to the standard of the store.

"Never misrepresent a drink. Serve what your signs call for.

"If you make any specials, try to specify in your signs what those specials are; don't let a customer think he will get a sundae when he reads your sign and then find out when he is served, that it is a drink. Whatever you do, don't try to fool a customer about anything you sell, for that will surely hurt your business. If you follow out these suggestions, good results will show and your receipts will go up."



RAYMOND E. SCHAFFER,  
Fountain Manager Evans  
Drug Stores

## RAISINS PROVE GOOD SELLERS

**California Associated Company is Putting Over Big Campaign That Proves of Interest and Value to Druggists and Fountain Owners**

Druggists and soda fountain proprietors are taking an important part in carrying through "one of the biggest merchandising dramas of recent years," as advertising men have called the present campaign to sell the raisin to the sweet-loving American public as a confection. The California Associated Raisin Company has recognized that they are of first importance as distributors of the one-and-a-half ounce five-cent package of raisins for "munching" purposes.

Do you remember how, when you were a youngster, you used to raid the raisin box in mother's pantry? Eating the raisins "straight" was never encouraged, but the liking for them in that style continued just the same. This new departure of the California Associated Raisin Company, which places the raisin on the counters of retail confectioner, druggist, soda fountain owner and tobacconist, as well as grocer, is the recognition by a shrewd distributor of the strength and value of this liking.

Today the California company, by an advertising campaign of great magnitude, has opened for raisins another almost limitless field. The new confectionery package will be distributed throughout the United States and Canada and displays will be used widely. This company, which now markets ninety-two per cent of the raisin crop of the San Joaquin Valley, was formed nine years ago when the crop was 70,000 tons annually. By 1920 it had been increased to 175,000 tons.

There is no special technique needed to make the "munching" raisins profit-winners. Prominent showing of the attractive display cartons and a ready word, or two, about the dietary value of the energizing iron in the raisins will help. The customer's memory of how good pilfered raisins used to taste, when it wasn't conventional, or fashionable to eat raisins, will do the rest.

# Luncheonette Department

Conducted by EMMA GARY WALLACE

## Thanksgiving Preparations Now in Order

**N**OVEMBER sees the market full of everything. The season's crops are harvested and are at their best.

The question is not what can we offer, but rather, what shall we choose from among such a lavish abundance. This very condition is inclined to make people finicky, for there is always a danger that appetite will be dulled by satiety. So it is well to be careful that the mistake is not made of thinking that anything will do and anything will tempt.

The luncheonette which wins a large patronage at this time of year, is the one which recognizes two or three facts in the psychology of food salesmanship.

First, at no season of the year are people more exacting as to flavor than when so many fresh foods are in the market; consequently all seasoning must be very carefully and skillfully done. A pumpkin pie is delicious when it is well seasoned. It is a sickish and unsatisfactory finish to a meal if it is not well seasoned. The same is true of vegetables, meats, and especially salads. To recognize this first fact, and to be exacting in the preparation of luncheonette products, is to please patrons. And those who are pleased, will come back again and again.

The second fact to be considered in this connection, is that heartier foods are now craved. In order to keep the luncheonette within its limits of a light luncheon, and not to permit it to outgrow its original intentions, great care must be taken that luncheonette offerings are satisfying and delicious, even while simple to prepare and to serve.

For example, a luncheon consisting of flaky, light baking powder biscuits, honey, and fragrant tea, with a soda fountain dessert, will be satisfying and nourishing. Or again, English thin bread and butter, shrimp and egg salad, hot coffee, and fresh apple pie with ice cream on top (a la mode), will make even a hungry man at peace with himself and the world.

By a little care in the arrangement of the menus, this desire for more food or heartier food may be easily satisfied, and still the luncheonette boundaries need not be strained.

### Change In Season Trying

The third fact to remember, is that many people find the changing of the seasons exceedingly trying and, because of the extreme heat of the summer and the dry conditions which prevailed throughout the country during the late Summer and Autumn, much digestive disturbance is said to have resulted, due to the lowering of the normal water supply in most places.

For example, lakes and reservoirs and wells and other sources of water supply, have been much lower than usual. When this is the case, ailments and diseases of certain types are rather sure to be prevalent if not epidemic. When this is the case, many people suffer in a lesser degree, and so indigestion and loss of appetite frequently obtain.

Then people with any systematic or constitutional ailment are almost sure to be worse at the changing of the

seasons before the individual has become quite acclimated to the new conditions. These are factors to take into consideration, and people must be tempted to eat by a definite appeal to the imagination, and by food offerings which are tempting to the eye.

This means that descriptions of food in printed or pictured advertising, must be carefully prepared, and the food itself must be dainty in the extreme in its appearance. It is one thing to say, "Turkey with Cranberry Sauce," and quite another to remark, "Tender Vermont Young Turkey with Oyster Dressing and Cranberry Conserve." One description makes the mouth water; the other does not.

Extra care in the actual serving of foods is necessary at this season. A spoonful of squash of watery vintage which flattens out in a discouraged slump, is not likely to tempt anyone; while the same food cooked until it is dry and mealy, thoroughly mashed, seasoned with just enough sugar to restore what has been lost in the cooking, salt, pepper, and butter, and the whole served in one trim, appetizing little mound, is quite a different matter.

Fourth, we are still too near the succulent green things of the good old Summer time, to be ready to part with all of them and to settle down at once to the regulation Winter foods. For this reason, our menu should offer such things as fruit salads, crisp vegetable salads, and still not overlook clams and oysters, pork products for those who eat them, the perennial mince pie, and other reasonable good things.

### Quick Service Essential

The luncheonette must cash in on quick service. Sandwiches can be ready in advance. There is nothing much more appreciated by a hungry man or woman who does not want to spend too much time eating, than an appetizing, well-made sandwich. There is nothing more disappointing than a poor one.

The bread must be of just the right texture—spongy and not crumbly. The cutting must be uniform as to thickness, and for this purpose a bread slicer is a necessity. A sandwich which is not buttered can never compete with a home-made one which is. A good grade of rich creamery butter adds so much to a sandwich, and so little is needed, that it is not an economy to omit a thin film of butter. If the butter is put into a warm bowl and creamed, being beaten until as light as whipped cream, it will increase in bulk and only a very little will be needed.

Then the quality of the filling should be irrefragable, and the quantity generous. A stingy sandwich is neither pleasant to sell or to eat. Whatever the nature of the filling, it should be properly seasoned and enough of it used, and charged for accordingly.

Three kinds of sandwiches are desirable to give all an opportunity to find what pleases them—a meat sandwich, a fish sandwich, and either a sweet sandwich or one

containing cheese, eggs and olives, or something by way of distinct variety.

Novely appeals to many people, especially women customers, but the hungry man likes a roast beef sandwich, a minced ham sandwich, a salmon salad sandwich, a club sandwich, a straight chicken sandwich, or something as he expresses it which "will stick to his ribs."

#### Individual Dishes in Season

This is essentially the season for individual dishes—little casseroles of baked beans, chicken pies, scalloped oysters, etc., etc. These can be prepared in advance and so easily kept hot, and got ready to give the customer who wants them with a sandwich, a cup of coffee, and a piece of plum pudding.

Plum puddings have a great deal to be said in their favor. They are rich and nourishing, and so a very small serving is required. They can be made days or weeks in advance, and all they need is steaming or reheating. They can be served with a hard sauce of butter and sugar, a thickened sauce carrying a flavor of orange or lemon with whipped cream, or marshmallow whip.

Hot drinks are so much in demand that tea, coffee, hot malted milk, and hot chocolate should all be available and at their best. To discourage patronage by serving poorly made drinks, is disastrous to the cash register.

#### Thanksgiving Menus Suggested

Thanksgiving, which comes the 24th of November this year, is always an occasion of feasting, for by this means many people express their gratitude for the flesh pots of Egypt. It is essentially a day of home gatherings, but there are many thousands of people who are dependent upon outside catering, and it is not fair to fail them just when loneliness perhaps is likely to assail.

So among our plans for feeding people in November, we should arrange a suitable Luncheon Menu which will be adequate for those who prefer for some reason or other to partake of good, wholesome meals without great elaboration or expense.

Even a menu for this day can be largely prepared ahead of time, and if the one plate service now so popular is used, there need be no congestion at the meal hour. Three suggestive menus are given here. Portions can be sufficient without being so large that food is wasted, because part of it is left. This is one of the reasons that the regular restaurant or hotel dining room dinner must cost so much—the courses are many and the waste is considerable.

#### Menu Number One

Grape Fruit			
Roast Turkey with Bread Dressing			
Cranberry Jelly	Celery	Olives	
Mashed White Potatoes		Buttered Onions	
Brown Bread and Butter			
Mince Pie			
Coffee			

The turkey, dressing, potato, and buttered onions and cranberry jelly, can be served on one plate; the bread, butter, celery and olives, on another. The grape fruit will take a small plate by itself, making four plates in all, including the pie plate, a cup and saucer, and the necessary silver to eat with. This entire layout may easily be taken on a small tray at one trip.

#### Menu Number Two

Lobster Bisque			
Roast Fowl with Potato Stuffing			
Candied Sweet Potatoes	Cauliflower au Gratin		
Celery	Combination Salad	Rolls and Butter	
Cranberry Sherbet			
Tea			

In this case, there will be needed a small bowl for the lobster bisque. A large plate will carry the sliced fowl, dressing, sweet potatoes and cauliflower. A small plate will be needed for the lettuce. The rolls, butter and celery will take a small plate by themselves. A sherbet cup, silverware, and cup and saucer will complete the dishes required. This may all be taken on a tray at a single trip also.

A more simple menu yet is as follows:

#### Menu Number Three

Fruit Cocktail	
One buttered Turkey Sandwich	
One Minced Chicken Sandwich	
Cranberry Jelly	
Fruit Salad	
Indian Meal Pudding with Whipped Cream	
(in individual cup)	
Cup of Coffee	

If the luncheonette offered in connection with the soda fountain is merely a service of sandwiches, doughnuts, pie and a salad or two, these should be arranged for the Thanksgiving menu to conform with the spirit of the day.

The sandwiches can be chicken, turkey, or even roast pork with perhaps a light dressing or thin film of cranberry jelly spread over the meat. The pie can include mince, pumpkin, and custard. The salad can be celery and apple with walnuts (Waldorf Salad), lettuce and molded tomato (made with gelatine), or potato and cabbage salad. To give a festive touch to the service, small slices of rich fruit cake may be served with the ice cream.

#### MANUFACTURERS' BEVERAGE TAX IS

##### CHANGED BY D. H. BLAIR'S ORDER

D. H. Blair, Commissioner of Internal Revenue, has promulgated the following revised regulation to collectors on beverage taxes; Article 6 of Regulations 52, as amended by T. D. 2908, relative to the tax by the manufacturer under section 628 of the Revenue Act of 1918, is further amended to read as follows:

ART. 6. Tax payable by the manufacturer.—The tax is to be paid by the manufacturer on all sales made directly by him or through an agent. If the manufacturer has a sales agent or sales agency to whom he nominally sells beverages, but retains an interest in the profits from the resale, the taxable sale is that made by the sales agent or agency. On beverages manufactured for a jobber by a foreign manufacturer the jobber must pay the tax as the importer. A receiver or trustee in bankruptcy of a manufacturer conducting a business under court order is liable for the tax upon beverages sold by him. Where a manufacturer consigns articles to a retailer, retaining ownership in them until they are disposed of by the retailer, the manufacturer must pay the tax upon the basis of the manufacturer's selling price on all goods sold to the retailer, as shown by reports to be procured by him monthly from the retailer. Where so-called sales agent or distributor is a separate corporation, and the sale to it is absolute, and at prices such as ordinarily obtain between persons dealing at arm's length, with no further payment or benefit accruing to the manufacturer upon resale or otherwise except the receipt of dividends on stock held, the taxable sale is that made by the manufacturer to such sales agent or distributor, even though all or substantially all of the stock of such sales agent or distributor is held by or for the benefit of the manufacturer. Where, however, there exist facts and circumstances which tend to establish the relationship of principal and agent between the manufacturer and such sales agent or distributor, such as proof of benefits accruing to the manufacturer other than through stock ownership or sales between the manufacturer and the so-called sales agent or distributor at prices which indicate some special relationship between the two or with further payments, the taxable sale is that made by the sales agent or distributor. The mere ownership, however, of the majority of all of the stock of the sales corporation by the manufacturer, without more, is not sufficient to establish the relationship of principal and agent. The same rule applies in the case of the so-called sales agent or distributor which owns substantially all the stock of the manufacturing corporation. See articles 4 and 5 of these regulations. Pure carbonated water, unflavored, when sold by the manufacturer to the owner of a soda fountain solely for further manufacturing purposes in compounding drinks at the fountain and not for consumption as a beverage direct, is not subject to tax under this section.

# Luncheonette Leaks Too Numerous

*Experts Figure Sixty-eight Per Cent. of Total Waste Can Be Avoided  
by Efficient Management—Profits in Serving Food  
Depend on Elimination of Sources of Loss*

**N**O FIGURES are available to determine exactly what percentage of waste occurs in connection with the soda fountain and the luncheonette, but there is no reason to doubt that with the thousands and thousands of these places in operation within the United States, that the aggregate waste must be a very heavy amount.

The war taught us that a spoonful of sugar, or flour, or fat is important when repeated a million times or more, and we learned to think not in terms of single slices of bread, but rather in terms of millions of loaves of bread, saved through a little forethought.

It is interesting to know that the Committee on Elimination of Waste, acting with Mr. Herbert Hoover, have made some very important findings. The engineers working on the problems before them, discovered that production was about 40 per cent wasteful, and distribution probably no less so; that the ready-made clothing industry should by greater care, be able to save three-quarters of a million dollars a day; and so on through a long list of industries of different kinds. The engineers believe that "seventy-five per cent of the responsibility (for this waste) rests on management in the men's ready-made clothing industry, sixty-five per cent in the building industry, sixty-three per cent in printing, seventy-three per cent in boot and shoe manufacturing; eighty-one per cent in the metal trades, and fifty per cent in textile manufacturing, an average responsibility of about sixty-eight per cent attributable to management."

## Heavy Waste At Fountain Probable

It seems reasonably safe to assume that other businesses such as soda fountain and luncheonette should be included under this head, and if sixty-eight per cent of all the waste which actually occurs is attributable to poor and inefficient management, then surely it is high time that the management takes the matter in hand and strives to become more expert and more skilled in direction and leadership.

It has been repeatedly stated by experts in hotel catering, that the profits are made in the kitchen. That is, that good foods must be prepared appetizingly and economically if there is to be a profit in the serving and selling of these foods. This is undeniably true in soda fountain and luncheonette management.

This includes careful buying, close comparison of values, proper care and storage of food, the use of formulas and receipts which will produce superior results at the lowest possible cost, and a system which will check up all foods accurately, so that none of the supplies are diverted from the original intention of their use, and a fair set of rules governing the food supplies used by the help.

In the last connection, much might be said. A certain tea room where light luncheons were served regularly, and where there was a large patronage, failed utterly. The food was the best, but the management was so lavish, using such quantities of expensive materials, and keeping no tabs on cost, that losses were sustained in place of profits being made.

In another case, the soda fountain and luncheonette proprietor was more generous and liberal than his circumstances warranted. He permitted his help to eat freely of any and all delicacies prepared for the public. Some of these helpers who had never been responsible for furnishing

food supplies of any kind, did not use good judgment. Instead of making the greater part of the meal on substantial, plain foods, and finishing off with a little of this or that delicacy, they made the entire meal on the delicacy.

Not only were the profits eaten up, but the business man was forced to the wall by these and other leaks.

## Intelligent Management Required

It requires proper management and the exercise of adequate supervision to prevent a situation of this kind. There should be a definite understanding as to whether help eats in the establishment or elsewhere. If food supplies are consumed by those who are not furnished with their board, then a fair charge should be made for it, and most employers consider cost plus ten per cent for overhead expense, reasonable. If the help are given their board, then there should be a clear understanding as to what the type of meals will be. The one in charge may make out a simple menu for the help each day, and anything consumed beyond these limits, charged for at cost plus ten per cent.

It should not be forgotten that sixty-eight per cent of the responsibility for waste rests with the management even at the present time, and the management should see to it that this waste is eliminated. Perishable supplies ordered in larger quantities than can be used, over-large portions which cannot all be eaten, drinks which are too heavily sweetened with syrup, waste of soap, laundry, ice, etc., the washing of silverware with edged tools such as knives which nick and destroy the plate, the endless chipping of dishes, the wasting of gas, and unused time on the part of the employees,—indicate where some of the leaks come in. A worthy schedule and first-class management will remedy this.

If thirty-two per cent of the responsibility for waste falls upon the shoulders of the employees, then it is up to the management to train the employees. The causes for this thirty-two per cent of waste are various. Some do not care. Many do not know. A number will not do their best unless they are closely supervised, a good deal of praise given for good work, and sharp admonition for carelessness. A few are really anxious to get out of all they can, and so they waste materials and time.

Training of the help and arousing in them an ambition to make a good showing for their own sakes, and reward for good work done, will solve the problem. Those who do not know, should be taught. Those who do not care should be shown the benefit of caring. Those who will not respond after a reasonable time and under the spur of learning to take responsibility and getting well paid for it—might as well be dropped.

If each helper knows exactly what is expected of him, and is taught how to do it, and is given responsibility for seeing that it is done, and is required to measure up to this responsibility, and is paid in proportion to the service rendered—then that thirty-two per cent of responsibility for waste on the part of the help should be greatly reduced.

Many a business man has thought that the waste in his own establishment was insignificant, when in reality it was large enough to sap the life-blood of the business. Sometimes leaks occur in the cash department or in the serving room. It is not impossible in some establishments to eat

of expensive supplies and to get away once in a while without paying for them. Not many people are as mean as this, but some are forgetful, and the forgetful ones must be kept track of.

A Perfect Package Month was an excellent thought to prevent waste and loss in shipments. This movement was fathered by the American Railway Association Committee on Freight Claim Prevention, and the American Railway Express Loss and Damage Department.

Most men who are in the soda fountain and luncheonette business today must constitute themselves a committee of one, and without any unnecessary delay at that, to develop a type of management which will eliminate waste and a class of help which will take an interest in helping to save and still to get better results than ever before.

## FOUNTAIN HAS FINE UP-TOWN LOCATION

**Helfrich's Has Obtained Fine Reputation in Washington Heights Section of New York and Enjoys Patronage of Bus Riders and Theater Goers**

Many of us can remember the days when all that was worth while of New York was supposed to be below 42d Street and Times Square marked the farthest point North which one could go and still remain in the confines of civilization.



**M. HELFRICH, *The Man Who Serves the Bus Riders***

To what extent that has changed today is well known to all New Yorkers and many besides, but few who have not visited the city in recent years can realize that some of the best business locations in certain lines may be as far north as 163d Street.

One of the liveliest little fountains in New York is now located at Broadway and 163d Street. The proprietor, Mr. M. Helfrich, does not claim to have the biggest or the busiest fountain in the city, but he has a highly satisfactory business and a location which is thoroughly desirable.

The subway station at 163d is one of the busiest of the outside stations and besides this several of the popular Fifth Avenue bus lines have their terminus there. Bus riding is one of the few cheap amusements left and is popular with New Yorkers and visitors alike. What is more natural when the end of the line compels leaving the bus, than to step into Helfrich's for a little refreshment before undertaking the long trip back to Greenwich Village or way stations.

The after-theater business is an important source of income too. Washington Heights is an apartment house section and most of the apartment dwellers who use the 163d street station have formed the habit of getting a glass of something good and a bite to eat at Helfrich's after the long ride up from the theater district, thus disproving the assertion that a soda fountain must be located near the theaters if it is to do an after-theater business.

All this business is not to be gained just by having the right location, as many a manager has found to his cost. Pleasing the public is the only way to get their patronage, wherever the fountain may be located. Mr. Helfrich is under no illusions in regard to this matter and his policies have always been such as to capitalize his

location to the fullest extent. Quality, service and fair prices are the bait he has used and he has no cause to complain that they have proved unsuccessful.

Besides the fountain service there are tables for those who prefer them but as a matter of policy a slightly higher price is asked for drinks and dishes served at the tables. This does not mean an extra charge for the service for portions are somewhat larger and if possible the quality is made a little higher. The reason for the extra charge is rather to reserve the tables for the class of patrons who appreciate and deserve special attention and to discourage their use by children and undesirable patrons. The plan has worked well and there has been no complaint on the part of customers at the extra charge.

According to Mr. Helfrich, the hot soda business is still capable of large development. Even though his luncheonette service is not extensive he believes that it is possible to build up as big a business on hot drinks as is enjoyed on cold beverages in the Summer.

## EVEN IN COLD WEATHER ICE BOX AND ICE CREAM CABINET REQUIRE AS MUCH CARE AND ATTENTION AS IN SUMMER

Sometimes it is thought that the ice cream cabinet needs less care in cool weather than in warm, but this is really not so. When the weather becomes cool, artificial heat usually raises the temperature to more than summer heat, and this is constant. The ice cream cabinet should be cleaned thoroughly once a week. To do this, it must be emptied, the drain pipe scalded and the outside scrubbed; otherwise seams and crevices will soon be filled up with an accumulation of plain dirt. The proper time to give this cleaning is when supplies are low. Some fountains for this reason, prefer to have two smaller ice cream cabinets in place of one very large one, so that one may be in use when the supplies in the other are being allowed to run low for the regular cleaning.

When cream has been allowed to get soft and has been carelessly re-frozen, or when it is stale, it is much better to discard it entirely than to attempt to use it. Every customer who gets a poor dish of ice cream, will ever after have a feeling of disgust for that fountain and all of its products.

It is thoroughly worth-while to afford the convenience of ice chippers, ice cutters, an ice shaver, etc. Each one of these should be inspected, cleaned, and oiled occasionally to keep it in good shape; and, moreover, every utensil should have its place and the one responsible for the soda fountain should insist that when the article is used, that it will be put back right where it belongs.

In order to repack ice cream properly, watchful care must be exercised that the repacking is done before the cream softens, and certainly before it liquefies. Otherwise the icy particles form because there is a separation of the cream fat and the water content. This is the reason that it is desirable to keep watch of it that it does not soften to the point of this separation. With a long, clean spatula, scrape down the sides of the container. Pack down with a clean spoon or any other suitable utensil. It is as important to proportion the salt and ice correctly in the repacking as when the cream is fresh, and the accepted rule is three parts of ice to one of salt, although users of Turk's Island salt report good results from four parts of ice to one of salt.

# Luncheonette Trend Is Toward Staples

*Fountains Are Taking Cue from Restaurants and Offering Customers More Substantial Food With Emphasis Laid on Quantity and Quality Rather Than on Fancy Service*

By MRS. HINTON GILMORE

**"G**OODNESS, gracious! Same old frills. When are they going to have something different—something—eh—more wholesome?"

Have you heard it yet in your particular Luncheonette? Has there been any perceptible change in the likes and dislikes of your patrons lately—those patrons whose faces you have grown to know so intimately from daily associations?

To get down to the real truth of the up-to-the-minute conditions in the Luncheonette business as a whole, it can be truthfully stated by this writer that the Luncheonette seems to have been inoculated today with the same tendency for readjustment that has gripped other lines of business since the doughboys came home from their pastime of winning the war.

The Luncheonette patrons, it would seem from a careful survey of present day trends, have come to a turn in the road with a keen admiration for the simple and wholesome rather than the pretty dishes that have so long decorated the Luncheonette interior.

This seems to be a day and age when novelty and elaborateness in any branch of the food serving industry are more or less passe. It has been developing for months in other lines of business. There is no mistake about that. The butcher, the baker and the candle-stick-maker tell us frankly that "People want something for their money now. It's not like it was before readjustment started. You've got to cling to staples to make business go."

## Good Food and Less Fussiness Appreciated

And at last it apparently has penetrated into the Luncheonette with the result that not a few Luncheonette owners are paying more attention nowadays to simplicity and wholesomeness than to frills and elaborate service. They are retaining some of the rather antiquated delicacies with their elaborate trimmings but for the most part the 1922 manager is going to "specialize in something so simple and yet so wholesome that we'll draw from the restaurant and cafeteria trade."

For instance. The good old ham sandwich with ham in it, home-made mustard, and a slice or two of pickle of appetizing appearance, seems to be more fascinating to the present day demand than the sandwich decorated with spring time foliage.

People in general seem to be more studious and critical. They like to stare deep into things, especially sandwiches, individual pies, dishes containing fruit or ice cream and satisfy their eyes with a reflection on their pocketbooks. Not so long ago in a Luncheonette, as we all know, they used to pick up and devour the prettiest looking foods on display. It was a Luncheonette, of course. And Luncheonette and frills seemed to be synonymous.

But now people are not so prone to buy and eat that way. The whole world is talking about depression, non-employment, cuts in wages, everything but something wherein money is not involved. So, you may gather the idea that all this conversation, this continual buzzing in the ear is altogether apt to have an influence when the same people think of EATING.

And this psychological synthesis probably accounts for the present trend to things staple, simple, sound, satisfy-

ing and, at the same time, not too expensive. Surely, there must be something to it when the Luncheonette men themselves admit that "simplicity is getting to be the specialty."

One well known Luncheonette proprietor was in conversation in a hotel lobby the other day with an old friend, a waiter in one of the high class hotels of a metropolitan city. The two had worked together as waiters ten years ago. The Luncheonette man had been the more fortunate and had established the business of his own.

"Funny, Tom," volunteered the waiter, "but of late the chef over in the hotel has been trimming everything—even the names on the menu cards. It's one of the most exclusive hotels of the city, you understand, but the way they're getting out the menu cards now any ordinary man who's been around at all can sit down and tell a waiter what he wants."

"Day by day the fancy names for foods, dishes they call 'em, are disappearing and they're marking things down plainly; they're calling things by their real names. We can remember when you had to be a chef or a high class waiter to even read the menu. Times are changing, changing right along."

The Luncheonette man was surprised, to describe it conservatively. He didn't believe that the management of a hotel could be so bold. But as the conversation wore on the waiter pointed out that the hotel in question had noticed with no little regret that people were "letting fancy dishes alone and asking for the more simple ones."

## Baked Ham Window Display Succeeds

This same Luncheonette man, who happens to be an old acquaintance of the writer, has told me about it. He says that he received what he considered a mighty good suggestion from a hotel waiter to the end that he immediately injected a little more simplicity in his Luncheonette with favorable results.

"I just went to work and took some of the pretty little cakes with cream and cherries and fancy little ridges in them out of one of my display windows and put in their place a fine big ham that I boiled and baked myself. I trimmed it so that it was just a ham, and a ham in every sense of the word," his letter stated.

"I had a little display card printed. 'The best sandwich with ham in it in town,' it read. A few bottles of good fresh mustard, some bottled pickles, and large loaves of rye, white and graham bread, arranged around the ham, completed the decorations of that window."

"Well, madam, you'd be surprised to find how people in the down town district, just stopped and looked at that ham. You'd think they never saw one. I couldn't help but think of what Charlie, the waiter, told me about simplicity. I'm satisfied now that his hotel chef was right. I'm selling on an average of 1,100 old-fashioned ham sandwiches a day."

"But, mind you, I put ham in them. I cut the ham right in the front of my luncheonette, where my patrons can see the cutting."

"I have seen men in my place of business, hand back things they had ordered upon seeing the ham sliced and



order one of those real, ham sandwiches. It just goes to show that the waiter was right, that there has been a trend toward staples, unadorned and real."

In addition to this "ham special," the Luncheonette man in question is featuring a "special baked potato." He sells the ham sandwich for fifteen cents. The hot potato draws the same price. The potato, baked, is cut open and served hot, with butter. The patron may get a second chip of butter if he or she calls for it, but only one piece of butter is served with each potato.

So one may appreciate from the foregoing that there is actually something in the suggestion that the Luncheonette business is changing and that "staple specials" are attractive and remunerative even on a small scale. It demonstrates that other staples may be advanced with equal success; that there appears to be a good field at the present time for what one always relishes at home.

Other Luncheonettes are featuring a special oyster dish. This consists of three oysters, fried, selected pickles, and crackers. The charge is usually fifteen cents. The oyster specials are expected to be exceptionally popular through the cold weather months.

Now that business in general is none too good, to be optimistic, Luncheonette proprietors as well as executives in all lines of business, are paying especial attention to their store fronts and window displays. It has been truly said that the "front of a place of business is its success." A dull display window, untidy or just a bit neglected, or a poorly lighted entrance, is not conducive to attractiveness.

One of the most successful luncheonette women in the East told the writer on one occasion that she paid more attention to her display windows to make sure that nothing was permitted to remain long enough to discolor in the slightest degree, than she paid to any other phase of her business. "If the windows aren't right the business is wrong," she used to tell me.

With the severe Winter weather not far away, this is the proper time for the Luncheonette to begin to concentrate on hot drinks. Hot chocolate, hot lemonade, hot ginger ales and hot soups are fine but there must be something else. Let us think about it and make up some grand, new "Hot ones" for the coming blizzards.

Luncheonette men say, "there's plenty of business if you go out after it in the right way."

### SUES FOR LICENSE FOR COUMARIN

The W. T. Rawleigh Co., has filed a petition in the Supreme Court of the District of Columbia against the Dye and Chemical Control Section, Customs Service, seeking a mandamus to compel the section to issue a license for the importation of coumarin.

It is claimed by the petitioner that it has purchased 800 lbs. of coumarin to be imported from Germany and made application to the Dye and Chemical Section to bring this into the United States for use by it in the manufacture of its products. The license has been denied, the petitioner states, upon the ground that coumarin can be purchased in this country on reasonable terms.

The manufacturer claims that the action of the Section is unreasonable and disadvantageous to the public, and Justice Stafford has issued a rule against the Section requiring it to show cause why a mandamus should not be issued.

The Dye and Chemical Control Section later filed its answer alleging that the court has no jurisdiction and also that the commodity can be obtained at a reasonable price in the United States. It is assumed that the court will find that it has no jurisdiction inasmuch as it made such a decision last week in the case of the Commercial Solvents Company. It is understood that the Company intends to take an appeal.

### PICTURES HELP SELL CANDY AND FRUIT

**Confectionery Store Not Only Uses Window Displays But Sends Picture of Them to Present and Prospective Customers—Lessons in Candy Making Are Another Feature**

To have a good window display is nothing new, but to send out at certain times photographs of special window displays to customers and prospective customers is decidedly new, but that is the way one progressive advertising manager attracts customers to his confectionery and fruit store.

This manager, who is an originator of unique money-making methods, finds it a simple matter to have a photograph taken of a special display of confectionery and fruit, and he often mails to customers good photographs of displays for special days, such as Christmas, Thanksgiving, Easter, Fourth of July, Halloween, and other days. A small unmounted photographic print costs very little. He uses post card size. Sometimes he makes a window display of special confections and fruits in as many colors as possible, or he arranges an artistic display inside the store, and then has an enlarged print of the interior display touched up in water colors in the natural colors of the fruit and confections, which greatly adds to the effectiveness of the picture, and exhibits this picture in the window.

The picture of a display that is sent out by mail is pasted at the top of a printed circular of description or at the head of a typewritten letter, which gives the personal touch. If the letter is used, carbon copies are made to save time. The picture and typewritten letter, or picture and circular, are sent to all regular customers and to others in town and in the suburbs. In the letter or circular he makes it plain what he has to sell and when he has special sales. He also mentions how long certain goods will be in stock, stating the price. If he sends a letter and picture to persons in surrounding towns, he mentions that he will deliver goods to them promptly. The picture is the thing.

In addition to sending out pictures of displays and placing an enlarged colored picture of an interior display in the window as a special attraction, this progressive manager puts in the window from time to time pictures of the store's plans and activities that he wishes to make the public familiar with; for instance, an attractive picture of his candy making system in operation, his system of quick delivery, exceptional sanitary methods, and other features. In this way the public is kept well informed about his methods and, as they are unusual, a good many people are attracted to the store.

On certain days he advertises to give free lessons in candy making, at which time he has a very attractive girl dressed entirely in white who gives the instruction. Upon first thought, this might seem to be a plan that would be bad for his business, but it has the opposite effect by attracting a good many more people to the store than would otherwise come, at which time he sells the materials for making the confections and also sells other things such as fruit, little candy novelties and confections not on the teaching list.

This manager keeps track of all new families moving into town, or many of them, by filing their names and addresses in a card index. By watching the local newspapers he keeps his index up to date.

In a divorce action in Louisiana (Clark vs. Clark, 82 South 875) the Court decides that a casual spectator at a wedding might not be able to identify the groom later on, but he could identify the bride, the reason being that the bride attracts more attention than does the groom.—*Cincinnati Enquirer*.



# Ice Cream Department



Conducted by ALFRED C. FRASER

## Minneapolis Convention Is Successful

*Ice Cream Manufacturers Express Themselves in Favor of Higher Quality Standards and Complete Elimination of Butter Fat Substitutes from Product—Research Institute Is Established*

THE convention of the National Association of Ice Cream Manufacturers, held at Minneapolis, Oct. 10, 11 and 12, in connection with the National Dairy Exposition, was an unqualified success. About five hundred delegates and guests were registered, coming from all parts of the country. The high light of the convention was the establishment of the research bureau, in co-operation with Milk Dealers Association, as told in a special dispatch in the October number of THE SODA FOUNTAIN. This research bureau is expected to be of the greatest assistance in solving technical problems connected with the manufacture of ice cream.

Of no less importance was the insistence placed upon the maintenance of quality standards by members of the Association. The use of substitutes for butter-fat was strongly deprecated and even richer ice creams than have yet been made were advocated.

C. G. Morris, of New Haven was elected president of the Association for the ensuing year. Morton Neilson of Toronto was chosen as vice-president and W. J. Weller will serve as treasurer.

Mr. Martin, of Spokane, the retiring president of the Association, devoted a considerable portion of his speech on the opening day to the subject of substitutes.

### Substitutes Must Not be Used

"Let me bring to your attention," said Mr. Martin, "a matter that may further affect our industry. We must fight any attempt on the part of our members or any ice cream manufacturer to use in any way substitute fats in ice cream.

"It came to my attention the early part of the year that an attempt had been made on the part of some manufacturers to use substitute fats. Large interests are endeavoring to interest some of our members in the use of substitutes and I feel that our association should fight them to the bitter end."

Other high lights in Mr. Martin's address included the following points:

"The day of the ice cream freezer has passed. Science is perfecting a plan whereby cream can be frozen into ice cream in large quantities, thus relegating the freezer to the junk pile.

"We are planning establishment of a \$50,000 research laboratory and will co-operate with the International Milk Dealers association to bring about a better grade of ice cream for the public.

"While other industries have undergone depression, the ice cream makers have prospered, because we dealt in perishables and had no large surplus stocks on hand.

"I do not believe wage scales for ice cream manufacturers' employees will ever be adjusted downward to pre-war levels. A well-paid employee is efficient and an asset to our development.

"Ice cream makers have only scratched the field in getting business. Ice cream should be the national dish even as wine is the national drink in France.

"Freight and express rates are exorbitant and present a great evil to ice cream manufacturers. We should go direct to the carriers and ask them to adjust these rates. I believe they will aid us.

"Sanitation should be our watchword. Ice cream is the popular food with little children and we have their health in our keeping. We cannot be too particular in safeguarding their health."

### Winter Sales Effort Advocated

"Ice cream is a commodity which can be sold the year round if the manufacturer is inclined to sell his product."

This statement was made in a paper on "Increasing Ice Cream Sales in Winter," written by W. M. B. Sine, president of the West Virginia Association of Ice Cream Manufacturers, and read yesterday by Miss Jacqueline Martin, daughter of the president.

"The trouble is," wrote Mr. Sine, "that we have been in the habit of pinching down on the service and getting grouchy when frost came. There is no reluctance on the part of the public to eat ice cream if it is offered to them in December or January. The weather has nothing to do with what the housewife serves for dessert.

"My motto is: 'Give better service. Make the product richer. Advertise!' I have devoted whole pages week after week to ice cream specialties in Clarksburg, W. Va., and neighboring cities served from my plant. I submit herewith that such an advertising campaign pays."

Miss Martin's reading of Mr. Sine's paper was the principal event of the afternoon session of the opening day. She preceded C. E. Rogers of Detroit, Mich., who spoke on "Packaged Ice Cream," and Timothy Mojonier of Chicago, who discussed "A New Era in the Packing of Brick Ice Cream."

According to R. J. Flick of Kansas City, Mo., many stores handle bricks simply because they are easiest to handle. He asserted that while drug stores have the best trade in bricks, other establishments such as luncheon rooms, reduce their purchases when efforts are made to supply them with brick stock. Even the smallest store will sell more cream if using bulk than will its nearby

competitor, the high class drug store, specializing in bricks, he declared.

As George Ade might put it, America is "the ice cream eatingest country in the world." It was evident from the disclosures of the extent of the ice cream business made at the manufacturers convention. Large credit must be given to the man who invented the ice cream cone. That "horn of plenty" has greatly enlarged the demand for the frozen delicacy. Testimony of food experts and physicians that ice cream is possessed of marked health-giving properties has further stimulated sales, it was agreed.

And the future of the trade is rich in prospect, for the manufacturers stood firmly for the making of ice cream which shall be purer in content and richer in food values. Whether the ice cream consumption will increase still further depends upon the manufacturers largely, they agreed. Quality and advertising must be hand-maidens that the public may hear and know and then eat, the producers stated. These things done, then the limit of expansion of business is far from being reached. The field spreads out far and invitingly. Science and hygiene are frankly on the side of good ice cream, so let's go and get the business, is the commendable attitude evidenced by America's ice cream manufacturers.

One of the innovations of the ice cream industry, which was an attraction among the exhibits at the National Dairy Show in the Twin Cities the week of the convention, was a newly invented machine for making brick ice cream with accurately proportioned layers or sections of different flavors, differently colored. The new machine permits all three flavors, for example, to be shot into the carton in equal amounts. The new process was explained by Timothy Mojonnier of Chicago in a talk on "A New Era in the Packing of Brick Ice Cream."

While the delegates expressed themselves in favor of the authorized organization of the American Research Institute, designed to scientifically and practically promote the ice cream industry, after the convention a suggestion was made that governmental research facilities at Washington, D. C., be utilized until the new institute is on a substantial working basis. The executive committee is considering the organization of the institute and a proposal to devote a \$50,000 annual fund to its support.

F. N. Martin of Spokane, Wash., retiring president, presented the aims of the association as emphasizing:

Production of a purer product, richer in food value;  
Multiplication of ideas through interchange of inventions;

Establishment of research bureau at Washington, D. C.

"We hope to raise the quantity of milk solids, sugar and butter-fat, until ice cream is a food upon which one may make a light meal," said Mr. Martin.

Prof. H. E. Van Norman, president of the National Dairy Association, invited the ice cream manufacturers to become members of the organizing board of the World's Dairy Congress, which was projected at a preliminary organization meeting during the National Dairy Show.

## USES PICTURE FRAMES FOR POSTERS

One of the Owl Drug Stores in Los Angeles has a four-sided fountain with no mirrors. There seemed to be no place to post notices of the specials until some one had the happy thought of using pretty picture frames. These are oval and gold framed with small stands, intended originally for photographs for the dresser or desk. It is a simple matter to insert a card of the correct size and bearing the name of the sundae. There are at least a half a dozen of them in various places about the fountain, one being on the cash register. They are extremely neat and attractive.

## LACK OF ATTENTION TO MINOR DETAILS OFTEN SPELLS DIFFERENCE BETWEEN MEDIOCRITY AND SUCCESS

In order to know just how much ice cream of each flavor should be purchased daily, it is necessary to keep a written report of all cream used day by day, and week by week. This will give the facts for the correct average purchase, and if any popular flavor is not selling in sufficient quantities, this fact will be made evident and plans can be put into operation to stimulate trade.

Sometimes poor soda water is delivered by the draft arm of the fountain because of gas leaks in the connecting pipes or in the carbonating apparatus. An automobile tire will not give satisfaction in service or comfort if it is not properly inflated, and soda water will be flat and insipid unless properly charged. Leaks are easily overlooked, and the worst of it is, that they are a money loss in original supply and in customer favor.

Perhaps there is no place where courtesy is more appreciated than at the soda fountain. The ideal dispensers is interested, attentive, and efficient, without being over-familiar or intrusive.

When a draft arm drips, it proclaims that somebody is careless, for it is wasteful and messy. Either a new washer is needed or there should be an adjustment of pressure.

When the soda fountain spits and sputters and acts like an angry, scolding individual, the trouble is probably that gas has collected in the pipes. To prevent this, open the draft arm each morning, allowing the gas to escape until the soda water begins to spray from the opening. Then close at once. This will insure a steady, even delivery of the charged water.

Slovenly service is an indication of low standards of life and work. The soda fountain is performing a needed and important service in public economy today, and dispensing should be dignified by expert management and the highest possible type of service.

## NEW COCOA PRODUCT APPEARS

A new cocoa, which requires only the addition of hot water—no cream, no sugar—to make a cup of delicious hot chocolate is one of the latest additions to the fountain's hot soda service. This product has been perfected and now is being distributed by the Richardson Corporation under the name of "Creamy Cocoa" and is said to be the first cocoa of the kind to be placed on the market. Speed of service and simplicity of preparation are counted on to make it an attractive feature of the Winter menu.

## BY-PRODUCTS OF BUSH FRUITS

Dr. W. S. Beekman, of the Research Laboratory of the Puyallup & Sumner Fruit Growers Canning Company, Puyallup, Wash., shortly will begin an investigation into the basic by-products of bush fruits. In preparation for this endeavor to estimate the value and possible uses of such by-products, the laboratory has been making important additions to its equipment. Over ten million pounds of bush fruits from the Puyallup Valley, stretching out from the foot of Mount Ranier, pass through the company's canneries annually.

# Shrinkage Reduced by Proper Packing

*Icing Service Furnished by Ice Cream Manufacturers Inefficient and Results in Volume Loss Which Can Be Avoided if Dealer Supervises Work and Packs When Necessary*

**P**ROPRIETORS of soda fountains throughout the country have lately become aroused over the considerable loss which they have been sustaining through the melting of ice cream. In a great many cases, when the facts have been boiled down and an analysis has been made of conditions, it has been found that the entire profits have been eaten up in this manner. Especially in establishments that do not do an extensive business has this been true. Owners have become highly incensed and in some instances have even gone to the courts to recover their losses. The ice cream companies have been called to account and the blame has been laid directly upon them. The purchaser contends that if he pays for the ice cream the company should keep it in first class condition—but the seller does not appear to be able to comply with this request.

To get to the bottom of this question it is well to review the method of making ice cream. This procedure is the general one followed. The manufacturer first mixes his ingredients according to a set formula. This material, known as the mix, is then put into a large container which is revolved at a high rate of speed. Brine is run around the outside of the container in order to produce a freezing temperature. A large paddle inside of the vat whips the mix thoroughly, the volume of the material being increased greatly in this manner. Usually about five and a half gallons of mix make nine or ten gallons of the finished ice cream. This fluffy cream is then frozen. In freezing its volume remains intact and the fluffy consistency of the whip is retained in the light airy ice cream. It is evident then, that the ice cream of commerce, the ice cream that is bought by the fountain owner and served across the counter, is not in the strictest sense of the word ice cream. It is ice cream plus an amount of air added originally in the fluffy whip. When the cream is allowed to melt or even allowed to become soft it loses a certain amount of its volume. The air acquired in the whipping process is lost and the volume decreases accordingly. With this loss in volume goes a loss in profits. If the cream is not kept properly its volume will easily decrease from 20 to 25 per cent. The fountain owner pays for five gallons of ice cream and is able to market only a little over or under four gallons of it. The other gallon is an entire loss. With this in mind the packing of ice cream should be uppermost in the minds of fountain proprietors.

## Packing by Manufacturers Inefficient

There are but two methods now in use which provide for the packing of ice cream. Either the ice cream company agrees to keep the material in good shape or the establishment packs its own. Taking into consideration the first method, that of packing by ice cream companies, we find much to be said against the practice. The redeeming feature of the system is that it saves the owner a great deal of trouble. This is not a valid argument if it means loss of profits. There is nothing to be gained in dodging the issue. Packing by an ice cream company is certainly not efficient. It is not satisfactory and leads often to heavy losses for the dealer.

The very method used by these companies militates against the proprietor. Consider the great number of stores

which must be supplied with icing materials and with icers. The usual method employed is as follows: a wagon or truck calls once in the morning and once in the afternoon or evening; the men rush into the store and turn the fountain upside down during the operation; they have been to many other fountains doing the same thing and are possibly a trifle bored, consequently they hurry through with the job; the cream may or may not be packed in the proper manner. The owner of the fountain has practically no way of knowing whether his cream is going to keep. It is either packed too hard or too soft, seldom is it done right. The fountain is torn up and rendered useless, during a rush hour perhaps. But the principal point is this, that two packings a day are not enough under all conditions, and the little that is voluntarily done by employees during the day does not keep ice cream the way it should be kept. In trying to find an easier way out the owner is cheating himself.

If every fountain proprietor supervised the packing of his ice cream a number of difficulties would be done away with. In the first place he could choose a time to pack the cream when his store was not crowded with customers. It would not be necessary to cause them to wait while one or two laborers in dirty clothes stalked around behind his sanitary fountain and threw ice and salt in all directions. Secondly if he would acquaint himself with conditions attendant on proper packing he would satisfy himself that it was done right. In the third place he could pack it whenever it became soft—whenever it needed to be packed. Cream should not be packed at set hours but should be attended to as it shows signs of becoming the least bit soft. The proper temperature ranges from around twenty to twenty-five degrees Fahrenheit. If it is allowed to harden too much it contracts and if it becomes soft it loses a portion of its whip. It must be watched very closely in order to get the best results, and the owner can only be certain if the packing is done under his supervision, or by a competent employee.

## Losses Heavy at Night

Not only during the day, when the ice cream is uncovered frequently, are the greatest dangers prevalent. Great care must be taken to pack it properly at night. All too seldom is this done satisfactorily. The employee, usually in a hurry to get home, reflects his haste in the inefficient packing. To insure against any melting the ice and salt should be heaped over the top of the cans after a sufficient amount has been packed solidly around the sides. Sacks should be thrown over the ice as an added protection. A great deal of the melting occurs at night and it must be remembered that once the whip is lost it cannot be regained even though the cream can be frozen again.

The added cost in packing ice cream is rather negligible in any case. Salt and ice are not particularly expensive and the cost would certainly be saved in the packing charge made by ice cream companies. Then over and above this is the substantial saving effected in keeping the original volume intact. The only objection to this system comes through the dislike of owners to be bothered to the extent that it would require, but surely this will not be considered if we remember that a great proportion of the net profits are at stake. The best efforts of the ice

cream companies have been tried and found wanting and it is now up to the owner to work out his own salvation.

Will all fountains eventually pack their own ice cream and avoid the losses which they have been sustaining, or will they continue along the lines of least resistance and permit the ineffectual methods now in existence to remain? If they adopt no radical changes, if they allow this important phase of the business to go unremedied, they will not alone be cheating themselves but they will not be giving the public a fair deal. In order to cover their losses through deterioration they will be forced to ask higher prices.

It has been suggested many times that a new basis for selling ice cream be adopted. A number of different standards have been considered but nothing has as yet seemed an improvement over the gallon basis. One plan suggests that we buy and sell ice cream by the pound. But here arises the question of changing well founded ideas. It would be difficult at any rate and probably is an impossibility. Even this system of buying and selling would have its disadvantages both to the fountain owner and to the ultimate consumer. Certainly it would not work out to the best interests of the manufacturer. Consider first the case of the soda fountain owner. If he bought his ice cream by weight it is highly probable that his losses through sodas and sundaes would outweigh his gain through selling by the bucket. In dishing out the ice cream for sodas and sundaes the volume would be constant. If the material, which he paid for by weight, should become less in volume, he would be giving more and more weight for the same money as the volume decreased. Of course his bucket business could be carried on with a greater degree of certainty, but it is possible that the loss in the other direction would balance any advantage he could secure in that manner.

#### Customers Will Object to Weight Standard

The principal objection to using weight as a standard in place of volume would undoubtedly come from the consumer, especially the bucket customer. One day he might pay for a pound of cream and go home with a full bucket. The next time that he bought perhaps the cream would be softer, consequently the volume would be decreased. This would not at all be satisfactory to him and the system would ultimately come to grief. Public opinion will certainly be against any change in standards.

Ice cream companies do not pack ice cream successfully. No other method of marketing the cream has yet been devised. The solution suggests itself. The writer believes that every store must attend to its own packing if the best results are to be obtained and that the longer this conclusion is put off, the greater will be the losses through reduction in volume.

#### NEW RATES ON ICELESS FREEZER ASKED

The American Glacier Company, through its counsel, Edgar J. Rich, has asked the Public Utilities Commission of Massachusetts to order the American Railway Express Company to make the same rates for shipments of ice cream containers, where no ice is used in packing, as are charged for the shipment of ice-packed containers. The ice cream company is putting out a new container which does away with the necessity of using ice. According to Mr. Rich, a five-gallon ice cream container, when packed with ice, weighs 150 pounds, and 25 per cent of the weight is discounted for the shipper by the express company. The new container weighs 100 pounds and the express company, he said, insists upon charging the full 100 pounds. Officials of the express company contended that where no ice is used no weight should be discounted. It was brought out that the petitioner won a favorable decision from the Interstate Commerce Commission, and the express company had appealed it.

#### ATLANTA PREPARES WELCOME FOR BIG SOUTHERN ICE CREAM EXPOSITION

One of the largest collections of ice cream machinery ever put on display in the South will be seen at the Auditorium-Armory during the ice cream manufacturers' convention in Atlanta the week of November 28. More than 150 articles which are necessary for the manufacture of ice cream will be on display, and the exhibit will take up all of the space in the auditorium.

The convention will bring to Atlanta ice cream manufacturers from all parts of the South, and it is expected that they will all buy a large amount of machinery, as the display will save them the trouble of going East to purchase the machinery.

It is anticipated that the ice cream manufacturers' convention will bring several hundred visitors to Atlanta. Officials of the Atlanta Convention bureau state that a number of reservations from manufacturers have already been received. A large number of the manufacturers are planning to bring their wives and families with them.

Plans for the entertainment of the delegates are being made by Craddock Goins and Fred Scanlin.

#### WHO SAYS THAT CANDY CLERKS FAIL TO TAKE INTEREST IN PATRONS

They came into the candy store hesitantly and approached the counter. "How much is the candy?" she asked.

"It's \$1.50 and \$2 a pound," she was told.

"Oh-h-h," she gasped and looked at the man. He nodded encouragingly.

"I can fix up a half pound box for you," said the girl behind the counter politely.

"Yes, please; a half pound of the \$1.50 kind—chocolates, please."

They went out and the girl behind the counter said to her coworker, "She was nice. I gave her caramels and the chewy kinds of candy that last a long time for the money."

#### PICK AND COMPANY ISSUE NEW CATALOG

The new general catalog recently issued by Albert Pick and Company, Chicago, not only includes everything in furnishings, equipment and supplies for all kinds of public service establishments but it is extremely attractive in appearance. Soda fountain supplies, as always, occupy a prominent place and are listed at the new low prices which Pick and Company have established. One of the features of particular interest to the trade is the little booklet bound into the front part of the catalog, entitled "Side Lines for Greater Profits." Fountain managers have long realized the importance of side lines and this little booklet may give them some valuable suggestions.

#### SODA FOUNTAIN DIVIDEND VOTED

Directors of the American Soda Fountain Company, Boston, Mass., have declared the regular quarterly dividend of 1½ per cent on the capital stock, payable November 15 to stock on record at the close of business Oct. 31. Checks will be mailed by the treasurer, Joseph O. Proctor, jr.

Taft, Warren & Taft, distributors of soda fountains and supplies in Baltimore, are now located in their new building at 636-38 W. Redwood Street. This building is 40 ft. wide x 120 ft. deep, erected at a cost of over \$50,000, and will be used exclusively for the handling of their soda fountain business.

There are three kinds of dispensers—Sozzlers, Average Workers, and Experts. You can take your choice as to which class you will be in.



## Trade Notes and Personals

### East

By the purchase of the ice cream interests and rights of Hill, Marks & Heath, a well known firm manufacturing ice cream and candy in Amsterdam, N. Y., the Kirk-Maher Company of Malone, N. Y., has established the tenth plant in its chain of operations for the manufacture of Purity ice cream under the name of the Amsterdam Ice Cream Company, Inc., with a capital stock of \$75,000. The officers of the new company are: F. R. Kirk, of Malone, president; John McConnell, Piercefield, vice-president; C. E. Kilburn, of Malone, treasurer, and H. L. Hadlock, secretary and manager.

—In line with other recent alterations and improvements at the plant of W. T. Ashley, the ice cream manufacturer, Nashua, N. H., a new storehouse is to be erected in connection with the present factory building. The storehouse is to be two stories in height, of semi-fire-proof construction, and in addition to storage space for various materials and equipment, will afford opportunity for expansion of the mechanical operations of the business.

—The Binghamton Ice Cream Company, Binghamton, N. Y., was recently host in the Chamber of Commerce grill, to its employees, officials of affiliated companies and several other Binghamtonians.

—Work is progressing satisfactorily on the new plant of the Levant Ice Cream Company at Levant, N. Y. At present the ice cream making and hardening rooms are being put in readiness.

—Castles Ice Cream Company of Perth Amboy, N. J., has begun suit in the supreme court for \$2,000 against Gustav M. Minton, Jr., for damages sustained to an automobile, when it was crashed into by Minton while he was driving another automobile in Wall Street, Long Branch, on August 15.

—The Nestle Ice Cream Company is planning on building a factory in Elmira, N. Y., early next spring. It is believed the factory will be established on State Street, where the present warehouse now stands. This company now has a large factory in Ithaca and it is necessary to bring cream to their customers in Elmira by motor truck.

### South

McCormick & Co., manufacturers of flavoring extracts, at Light and Barre Streets, Baltimore, entertained their hundreds of employees and friends at a masked ball in the auditorium of the big building on the night of October 29. A light supper was served and prizes for the handsomest and most original costumes were awarded. William J. Westcott headed the committee of arrangements.

—The Hendlar Ice Cream Company is making elaborate window displays in Baltimore drug stores with pictures and other articles, to promote the sale of a new kind of ice cream that has fruits and various other things in it. The displays have attracted much attention and a great deal of favorable comment.

—A candy feast, at which a manufacturer of the sweets was the host, was enjoyed by the Boys' club at the Central Y. M. C. A., Atlanta, Ga. The Norris Candy Company sent down twenty pounds of chocolates and other candies which were thoroughly enjoyed by the youngsters present.

—A machine for making ice cream comes at the rate of 20,000 an hour, is the latest invention of James T. Turner, 34 East Twelfth Street, Atlanta, Ga. Mr. Turner received notice Tuesday that a patent had been granted. Mr. Turner is very widely known in Atlanta business circles. He is president of the Tuno Packing Company in Edgewood Avenue and also owns and operates the Childs Hotel. He will open a factory and will personally superintend the marketing of his product.

### Middle West

Something new in a Confectionery and Tea Room was started with the opening of DuBreuil's Tea Room at 621 Davis St., Evanston, Ill., opened on Sept. 24th. The interior is finished in silver grey oak, direct and indirect white lighting. A piano and victrola will provide music evenings. The soda fountain is operated out of sight in the rear. The seating capacity is about 100. Mr. DuBreuil was manager of the Pink Shop in the Hoyburn Building for Theobald's Confectionery for two years.

—The Pink Shop, Hoyburn Building, Evanston, Ill., has recently installed a new refrigeration plant in the basement of the establishment costing more than \$3,000. Mr. Miller, the proprietor has recently ordered the sale of bulk candies to be discontinued. The confectionery department will sell only packaged candy and boxed sweets.

—Louis Sylvester has taken over the Colonial Ice Cream Co., Evanston, Ill., for a year while Mr. Mascolino, the proprietor, will take a much needed rest in California.

—Three of the popular Janesville, Wis., ice cream establishments have added lunches to their business. All report a good business, Razooks, Conley and Leary and the Candy Shop having a profitable trade in noon lunches.

—The Furnas Ice Cream Co., Columbus, O., recently purchased a plot of ground 100 by 187½ feet directly south of their present factory site in E. Long St., for the purpose of building a storage and garage building. The present expansion will give them one of the finest and largest ice cream plants in the state.

—The building of the Luick Ice Cream Co., Ogden and Jackson Streets, Milwaukee, Wis., is being razed preparatory to the construction of a new factory to cost approximately \$40,000. The new building, which will be 60 by 60 feet, five stories, of brick and reinforced concrete, will be ready by spring.

—The Peoples Ice Cream Company, Chicago, will be represented throughout the bowling circles this season, as it has signed up the best talent on the southwest side. The team is already bowling in the Wiesner league, where it is making a bid for the leadership and also holds a place in the Martinek league.

### West

Consolidation of the Davenport Candy Company and the Aster Candy Company, both of Spokane, Wash., has been completed with the filing of articles of incorporation at Olympia by Henry N. Dias and F. A. Mentrum for a capitalization of \$50,000 under the name of the Aster Manufacturing Company. Mr. Dias was formerly president of the Aster company, and Mr. Mentrum secretary-treasurer. Mr. Dias is now directing the manufacture of candy at the Davenport factory in the hotel building.

—Improvements costing about \$6,000 are being made on The Outside Inn, confectionery, at Sprague and Lincoln Streets, Spokane, Wash. A new fountain equipped with a refrigerating system fed by an Armstrong ice machine has been installed, the interior has been refinished and new fixtures installed. Louis Sackless is the owner.

—The payroll of the Riley Candy Company of Spokane has been increased nearly 400 per cent in the last year and the plant at W1015 First Avenue has been enlarged to care for the increase in the volume of production of candy of all varieties, according to Manager L. J. Riley. "A year ago this month we had five employees with this company and today we have 18," says Mr. Riley. "The company has just celebrated its fifth anniversary."

—Oakland, Cal., now boasts of one of the largest ice cream freezers in the world. This machine has a capacity of 160 quarts and has just been added to a battery of eight other freezers at the plant of the National Ice Cream Company at Third and Cypress Streets.

## Obituaries

**Emil Michelbach**, of the firm of E. Michelbach & Sons, candy manufacturers, Philadelphia, died after a brief illness, on October 22d. Mr. Michelbach was 76 years of age, and is survived by his wife, a son and a daughter. He was a member of many societies, and was active in the affairs of Philadelphia Lodge No. 72, F. and A. M., and also the Philadelphia Turngemeinde. Mr. Michelbach was an old-time and well-known confectioner. He entered the candy business in a modest way forty-nine years ago when he opened a small retail store at 2226 Frankford Avenue. This store is located on one of the up-town prominent thoroughfares and is still being conducted as a retail store on a larger scale by the firm. From the outset his business prospered, and in the early seventies Mr. Michelbach added a wholesale department to his business. In 1906 he admitted his two sons, Emil, Jr., who died two years ago, and Joseph, into his business, and purchased the large property on North Orianna Street, where he began to manufacture confectionery for the wholesale trade. The latter son will continue the business.

**Firman Roy Kirk**, president of the Kirk-Maher Company of Malone and head of the Utica Ice Cream Company and seven other ice cream plants in Central and Northern New York, died at a hospital in St. Paul, Minn., Oct. 16. He was vice president of the People's Trust Company of Malone, and was on his way to attend the National Bankers' Convention at San Francisco four weeks ago when he was taken ill with typhoid fever. He was removed to a hospital in St. Paul, where the end came. Mr. Kirk was prominent in Northern New York. He was active in Republican politics in his home county.

**William Guy Gilmore**, a prominent Brooklyn merchant and financier, died at his Summer home in Babylon, L. I. He was in his seventy-fifth year. Mr. Gilmore was an officer of Arbuckle Brothers, sugar refiners and coffee merchants, Vice President of the Charles William Stores and a Director of the American Sugar Refining Company, the Lawyers' Title and Trust Company and of several financial institutions in Manhattan. He was a member of the Brooklyn Chamber of Commerce, the Downtown Club, the India House Club in Manhattan and the Montauk, Crescent Athletic and the Riding and Driving Club of Brooklyn. Mr. Gilmore is survived by his wife and four sons, one of whom, Robert N. Gilmore, formerly was Assistant United States District Attorney in Brooklyn.

**Frank H. Fleeer**, wealthy chewing gum manufacturer of Philadelphia, died suddenly on the night of October 31 at his country estate at Thomasville, N. C., a victim of apoplexy. Mr. Fleeer was 65 years old and is survived by his second wife, who was Miss Willie Jenkins, of Charlotte. He married her early last summer at Gastonia, N. C. There are living also two married daughters.

**Ex-Representative Michael J. Buckley**, aged 54 years, for many years a prominent confectioner of Nashua, N. H., died Oct. 24 at St. Joseph's Hospital, that city, after a short illness of pneumonia. He was a native of Nashua, a member of Nashua Lodge of Elks, Nashua Council, K. of C., Nashua Lodge of Moose, Nashua Nest of Owls and the Foresters. He had served the city in the council and board of aldermen.

## TOURAINNE COMPANY IN BANKRUPTCY PROCEEDINGS—RECEIVERS APPOINTED

Receivers for the Touraine Company, confectionery manufacturers of 251 Causeway Street, Boston, have been appointed by Judge Sisk of the Suffolk Superior Court. This action was taken as the result of a petition filed by the Duane Company of Maine. This latter company alleges that the Touraine Company owes it \$118,055 and interest and that the Touraine Company is indebted to others to the amount of \$1,467,000.

Application for the receivers was made Oct. 24. The action was forced as a result of three attachments placed on the company's bank accounts in suits for legal services, on a guaranty and for advertising. No one of the claims was for merchandise. The receivers, in a circular letter to creditors, say that the company is doing a large business and is apparently making money.

The assets so far disclosed according to the petition of the Duane Company, consist of a large amount of manufactured goods, the lease of its premises and 70 per cent of the common stock of the Stollwerck Company of Massachusetts, which has a par value of \$1,400,000.

The receivers, Robert G. Dodge of Boston, Harry B. Duane of Brookline and Jerome C. Smith of Newton, have been authorized to borrow \$10,000 on their notes and have been directed to file an inventory within 60 days.

## BELGIAN GLASSWARE INDUSTRY DULL

R. I. Ratner, who is making a trip through the Continental European countries in the interests of the Nonik Glassware Corporation, reports that he recently has visited practically all of the glass factories in Belgium and found that most of these factories are closed owing to strikes for wage increases, while others are working on part time.

## STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Soda Fountain, published monthly at New York, N. Y. October 1, 1921, State of New York, County of New York—ss: Before me, a notary public in and for the State and County aforesaid, personally appeared D. O. Haynes, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Soda Fountain, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation) etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 465, Postal Laws and Regulations, printed on the reverse side of this form to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publishers, D. O. Haynes & Co.; Editor, R. B. Stoddard; Managing Editor, J. D. Gordon; Business Manager, D. O. Haynes, all of No. 3 Park Place, New York, N. Y.

2. That the owners are: (Give names and addresses of individual owners or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) D. O. Haynes & Co., and D. O. Haynes, 3 Park Place, New York, N. Y.; E. King, 15 William St., N. Y.

3. That the known bondholders, mortgages, and other securities held owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders of any, containing a true and correct list of stockholders and security holders who appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for which such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which such stockholders and security holders do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner, and that such affiant has no reason to believe that any other person, association, or corporation has an interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him. D. O. Haynes, Business Manager.

Sworn to and subscribed before me this 1st day of October, 1921. (Seal) G. H. RAYMOND, Notary Public, Essex Co. Certificate filed in N. Y. C. (My commission expires March 30, 1923.)

# BUSINESS RECORD NEWS

## Latest Information Covering Incorporations, Changes and Business Transactions in the Soda Fountain and Allied Industries

### ALABAMA

Carbon Hill—The Coca-Cola Bottling Co., manufacturer of soft drinks, will erect a factory building and warehouse.

### ARIZONA

Bisbee—Robert Sasse has purchased the confectionery business of James Gentry.  
Safford—Rhinehart & Weaver will open a candy manufacturing plant.

### ARKANSAS

Bradford—W. H. Hays, confectioner, sold out to L. A. Collins and H. Middleton.  
Clarendon—L. Tipton, until recently proprietor of Tipton's Drug Store, now the City Drug Store, has opened a new confectionery and fountain on Second St.  
Springdale—The Welch Grape Juice Company is considering the establishment of a factory.

### CALIFORNIA

Alameda—Nylander's Candy Store, which has been closed, will be reopened by O. S. Meads and H. Hyman as the Red Cherry.  
Bakersfield—Leta Smith and Marto Olivas have taken over the confectionery business of James R. Lowell.  
The Dewar-Hardie Co. has been incorporated with a capital stock of \$30,000 by George A. Dewar, J. M. Hardie and R. L. Hardie, to engage in the confectionery business.  
Banning—The Idlewild Confectionery has been purchased by A. A. Hewitt.  
Brentwood—George Davis has sold his ice cream manufacturing plant to the Oakleaf Ice Cream Company.  
Burbank—Jaeger & Nickel have opened a candy manufacturing establishment.  
Chino—A. G. Wood has taken over the confectionery and beverage stand of James Cooper.  
Claremont—The Charm Confectionery has been opened by Clarence Steves and W. W. Johnson.  
Cutter—E. A. Howerton has taken over the confectionery store formerly conducted by Mrs. Elmo Webber.  
Dinuba—A. M. Jones has disposed of his candy shop to Milton Haig and Frank Shipman.  
Fall River Mills—McKee & Jefferson have succeeded to the beverage business of Harry Mitchell.  
Fortuna—H. E. Newell has purchased the confectionery store of James Dougherty.  
Glendale—L. W. Marston and E. L. Jordan have opened a soda fountain and lunch place.  
Hanford—The soda fountain and luncheon department of the Le Moine Drug Store has been purchased by C. W. Finfrock.  
Hemet—Raymond R. Reed has purchased the confectionery of L. P. Withrow.  
Kingsburg—R. G. Poore has taken over the confectionery shop of William H. Hall.  
Laverne—The Gem Sweet Shop has been purchased by F. L. Durham.  
Long Beach—The L. J. Christopher Company, of Los Angeles, will establish a branch ice cream factory at a cost of \$50,000.  
Maude E. Meyer has purchased the beverage and confectionery stand of C. C. White.  
William J. Sornes has succeeded to the confectionery business of Charles O'Mara.  
The Sugar Bowl Sweet Shop has been purchased by Laura F. Rate.  
Los Angeles—The Avalon Candy Company has been incorporated with a capital stock of \$25,000 by Samuel Elias, Christ Polos and Peter Paabeonoff.  
The Colby Confectionery Company has changed its name to that of the Sunset Confections Corp.  
E. Wescott has purchased the ice cream and confectionery business of Edward Ratter.  
The La Toxa Sweet Shop has been purchased by Charles Carter & Co.  
Samuel A. Kornsweet has purchased the interests of Salvatore Abbate in the Sanitary Cone & Cone Holder Co.  
The Winterman Candy Company has been incorporated with a capital stock of \$25,000 by W. B. Allen, C. G. Allen, J. C. Burnett and W. W. Wrenn.  
James M. Clark has succeeded to the confectionery business of A. Moser at 1542 W. Vernon Street.  
Spina Krieger has purchased the confectionery store of H. Brewster at 702 East Fifth Street.  
E. J. Bickel has taken over the confectionery and beverage shop of J. O. Trombani at 1010 W. Santa Barbara Street.  
The wholesale confectionery business of the Berkley & Lytle Co. has been purchased by Nathan Horn.  
Frank J. Johnson has purchased Cromwell's Confectionery at 5467 Hollywood Blvd.  
The Blomson Sweet Shop, at 5523 S. Vermont Street has been purchased by J. P. Fritz.  
Mission San Jose—The Mission Ice Cream & Soda Parlor has been purchased by F. J. and L. A. Brackendorf.  
National City—Joe Jensen has purchased Dad's Sweet Shop from Andrew J. Abbott.  
Needles—L. E. Smith has purchased the beverage stand of Frank M. Gabbert and will operate it under the style of The Semaphore.  
Oakland—The Leda's Candy Company has taken over the shop of N. G. Friles at 1114 Market Street.  
Pasadena—Albert Sheets has opened a candy store as a branch of the Los Angeles establishment.  
The Sweetlife has been incorporated with a capital stock of

\$100,000 by Louis Chrones, Elizabeth Chrones and W. R. Scoville.

Santa Ana—The Dragon Confectionery & Bakery has been purchased by W. H. James.  
San Jose—J. Meads has taken over the confectionery at 259 South First Street conducted by N. A. Chargin and associates.  
San Francisco—The Bay Cities Candy Co. has been incorporated with a capital stock of \$25,000 by L. J. Burnham, J. De Martini and B. Greene.  
Joseph Bernard has purchased the confectionery store at 407 E. H. street from Mrs. H. C. Curtis.  
The Shaw-Leahy Co., 416 Market Street, has been incorporated with a capital stock of \$200,000 by Doane R. Shaw, Emma G. Shaw and Daniel E. Leahy to conduct a wholesale confectionery and cigar business.  
Jensen's Sweet Shop will be opened soon at 46 California Street.  
Perry W. Davis has purchased the confectionery shop of Louis Chester at 1812 Divisadero Street.  
Emma G. Wolland has taken over the confectionery business of Peter Sinclair at 307 Castro Street.  
W. H. Miller has succeeded to the confectionery business of Mrs. W. E. Bardon at 3408 Twenty-second Street.  
Grace Gardner has purchased the confectionery store at 2371 Filmore Street formerly conducted by Louisa De Palma.  
South San Francisco—S. Bruno has opened a confectionery store.  
G. W. Watson has taken over Payne's place, a confectionery and beverage shop.  
Upland—O. H. Mook has taken over the ice cream and confectionery business of L. G. Longworth.  
Whittier—The Fern Confectionery has been purchased by Charles W. Tremblay.  
Wilmington—G. D. Archer has purchased the candy business of Arthur Olson.

### CONNECTICUT

Bridgeport—The People's Ice and Cold Storage Company has recently had its certificate of incorporation amended to permit it to conduct a bonded warehouse for the storage of liquors.  
Meriden—George H. Hartmann's new ice cream and confectionery store on Main Street has been opened.  
Southington—George and James Delavara have bought the Palace of Sweets on Main Street, one of the leading confectionery and soda fountain stands in that section, from Michael Dusias.

### FLORIDA

Pensacola—The Hamilton Russell Co., has been incorporated with a capital stock of \$50,000; manufacture and deal in ice cream and ices.  
Hamilton Russell is president, and H. Clark vice-president, and R. C. Russell, secretary and treasurer.

### IDAHO

Boise—A. L. Kahl has purchased The Sweet Shop from Andrew Shanks.  
Lewiston—The Lewiston Ice Cream Factory has been purchased by R. R. Carig.

### ILLINOIS

Chicago—United States Candy Co., 136 W. Kenzie St., has been incorporated, capital \$30,000; incorporators, John E. Foster, Gus P. Argirie, Gus Cummins.  
The Chocolate Truffles Co. of Illinois, 424 South Clinton Street, has been incorporated, capital \$25,000; to manufacture and deal in confectionery products. Incorporators: Charles G. Goodale, M. J. Harlan and Earl J. Garey.  
The Fort Dearborn Candy Co., 1835 North Halstead Street, has been incorporated, capital \$21,000; for the manufacture of candies and confections. Incorporators: Frank A. Cheske, John L. Lawrence and E. S. Andrews.  
Reliable Candy Co., 7157 St., has been incorporated, capital \$1,000. Incorporators: Wm. Bishop, George Mahkon, Matthew Berman.  
Mintz & Co., 860 Commercial Ave., confectionery and tobacco, incorporated, capital \$100,000. Incorporators, Frieda Mintz, Nathan Mintz, Meyer Katnelnsen.  
The Die Giorgio Candy Co., 315 West Monroe Street, has been incorporated, capital \$25,000; to manufacture and deal in confectionery. Incorporators: A. J. Goldine, M. Morino and F. Die Giorgio.  
The Madlin Chocolate Co. has filed notice of increase in capital from \$25,000 to \$60,000.  
The Irving Beverage Co., Inc., has been incorporated, capital \$10,000; to manufacture and deal in soft drinks. Incorporators: William C. Wolf, Maurice J. Nathanson and E. Rosenberg.  
DeKalb—Burke & Charles, proprietors of the Peerless Ice Cream factory for three years, have disposed of their interests in the business to Hays Brothers of Sterling, making about the fifth time this firm has bought the business from Burke & Charles.  
Evanson—DuBreuil's Tea Room has been opened at 620 Davis St.

### INDIANA

Needham—Wm. Moore, confectionery, sold out to Orville Owens.

### IOWA

Davenport—The purchase of the Barr Dairy Company interests at 318-320 Brady Street by the Davenport Ice Cream Company, 399-211 East Second Street, and the merger of the two concerns into one plant, has been announced.  
Montrose—J. Choulet, confectionery, sold out to Allen Schuster.

### KANSAS

Topeka—W. F. Conklin, confectionery, sold out to M. A. Scott.



## KENTUCKY

Louisville—The Uncle Tom Candy Co. has been organized by S. L. Norman, Thomas F. Leyser and W. F. Hurwinkle, to manufacture and deal in candies and confections.  
 Pikeville—Williams Tobacco & Candy Co. has been incorporated, capital \$50,000. Incorporators E. P. Williams, P. A. Goff, J. P. Peddington.

## LOUISIANA

Alexandria—The Mint Cola Co. of Louisiana is planning for the establishment of a branch plant for the manufacture of beverages, estimated to cost about \$30,000.

## MAINE

Augusta—N. H. Condos & Co. has opened an ice cream parlor at 221 Water Street.

## MARYLAND

Baltimore—The La Mere Chocolate Company (Lanback & Ziemers) has purchased the four-story brick warehouse at 417-419 West Conway Street. After the necessary improvements have been made, the building will be used as a manufacturing plant for chocolates.

Old Homestead Dairy Co., 1009 Calvert Building, has been incorporated, capital \$100,000; to manufacture and deal in ice cream. Incorporators: Francis A. and F. M. Lazenby, Louis Smeal and Joseph D. Stark.

The Hammock Chocolate Co., 1827 Bolton Street, has been incorporated, capital \$10,000; to manufacture and deal in candies and confections. Incorporators: Howard Kigdon, Foster H. Faneuse and Tennyson E. Hammock.

The Pittsburgh Confectionery Co., Inc., 109 South High Street, has been incorporated, capital \$5,000; to manufacture and deal in candies and confections. Incorporators: I. and H. Kuff and Abraham Kuff.

## MASSACHUSETTS

Boston—Upham's Corner Spa, confections and soft drinks has been incorporated, capital \$15,000. Incorporators: Peter Bialados, George P. Anastas, James W. Milne.

The Magnette Drink-Mixer Company, liquid-mixing machinery, has been organized, capital \$22,500; incorporators: Burr W. Leyson, Cora B. Carlin, Forest A. Stainbrook.

Atlantic Extract Co., extracts and bottlers' supplies; has been incorporated, capital \$10,000; incorporators: Martin M. Leibel, Nathan Robin, James V. Dwyer, and John E. Gavin. The Phoebe Phelps Caramel Company has leased the two entire buildings at 82-90 Richmond Street, and will occupy the premises for the manufacture of confectionery.

White Club Beverage Company, non-spirituos beverages; capital \$100,000. Incorporators: Nicholas A. Trent, James S. Stacey, William S. Angeles and Henry J. Ziolkowski.

Brookline—De Luxe Candy Shop has been incorporated, capital \$5,000; candy, pastry, etc. Incorporators: William J. Papoulias, Vasillie J. Postolopoulos, William G. Rowe.

Framingham—Wellworth Service Stores, restaurants, confectionery, etc.; capital \$30,000; incorporators: Stray N. Sculos, Persephone Sculson and John T. Hargrave.

Haverhill—Charles Burleigh, 344 Winter Street, confectionery and tobacco, filed a voluntary petition in bankruptcy.

Medway—Harriet C. Murray, candy and lunch room, has filed a petition in bankruptcy.

Springfield—H. I. Kendrick Company, has been incorporated, capital \$30,000; to deal in candy, confectionery and kindred products. Incorporators, Horace L. Fairbanks, Guy S. Morse, Dumas R. Clark.

## MICHIGAN

Detroit—The Lawndale Confectionery opened at 1670 Lawndale Avenue.

Fred Sanders will open a confectionery business at 28 Fort Street West.

Lanning—A. D. Kinsey opened an ice cream soft drink and confectionery business at 109 No. Grand Ave.

Ontonagon—W. A. Jamison, confectionery, has been succeeded by Stephen J. Loranger.

## MINNESOTA

Atwater—P. J. Gallies, confectionery, sold out to L. R. Leslie and Millard Fisher.

Breckenridge—Omar Groves, confectionery, has been succeeded by W. B. Hart.

Cedar-Rtto Bjornlund will open a confectionery business.

Duluth—The Purity Candy Co. has been incorporated, capital \$50,000. Incorporators, James Pappas, John Chicker, and M. L. Robinson.

Fergus Falls—A. B. Anderson sold his interest in the Blue Bird confectionery and ice cream business to N. A. Lund.

Morris—L. D. Hammond, confectionery, sold out to F. B. Hays. Rolt. Treschel bought a confectionery business.

Plummer—Thom Norby, confectionery, sold out to Theodore Thompson and Rof Rice.

Shakopee—Jos. J. Schaefer, confectionery, sold out to J. A. Fawcender.

Stillwater—Frank Mitchell opened a confectionery and soft drink business.

## MISSISSIPPI

Durant—Ray Drug Co., which was reorganized and put under new management a few months ago, has installed a new soda fountain.

## MISSOURI

West Plains—The Missouri Handicrafts Company has branched out into a new venture and will open a wholesale candy factory.

## MONTANA

Glendive—Gray and Malmin will open a soft drink and confectionery business.

Missoula—High School Candy Shop has been incorporated, capital \$10,000.

Society—Herd & Stephens opened a confectionery, cigar, and pool business.

Three Forks—Three Forks Candy Co. has been incorporated, capital \$10,000. Incorporators Fred C. Ballard, Charles A. Hills, Wm. Fraser.

White Sulphur Spring—Mrs. Geo. Wallwork, confectionery, sold out to Alex Brown.

## NEVADA

Tonopah—The Bouquet Soft Drink Parlor has been re-opened by James McVeigh.

## NEW YORK

Albany—The Albany Ice Cream Co. has had plans prepared for the construction of a new two-story ice cream manufacturing plant to be located on Pleasant Street estimated to cost about \$20,000.

Auburn—The Dairyman's League, Lafayette Street, Utica, N. Y., has work under way for alterations and improvements to a factory building at Auburn, to be used for the manufacture of ice cream, etc.

Brooklyn—Sugar Cream Manufacturing Corporation, baking, has been incorporated, capital \$10,000; incorporators, J. A. Zuz, V. Sadacca, N. Shouel.

Hygrade Soda Fountain Manufacturing Corporation has been made, capital \$12,000; incorporators, D. and M. Fuchs, E. M. Maltz.

Buffalo—The Rich Ice Cream Co. has filed notice of increase in capital from \$100,000 to \$250,000 for expansion purposes.

Long Island City—Ice Candy Shops have been incorporated, capital \$1,100,000; incorporators: Walter H. Williams, E. Preston Brewer, Frank G. Naichie, Jr.

The Ironquid Candy Co. has filed notice of increase in capital from \$10,000 to \$15,000 for expansion purposes.

Jamestown—The Chautauqua Confectionery Co. has been incorporated, capital \$50,000, to manufacture and deal in confectionery products. Incorporators: W. S. and A. D. Niles and A. W. Davison.

New York—The Herman Extract Corporation has been incorporated, capital \$50,000; to manufacture and deal in beverages, etc. Incorporators: E. Lemberger, M. Frankel, and C. Suss.

The Lindt Chocolate Company has taken over the store and basement at 39 and 41 East Twelfth Street.

The Mikobaker Machinery Company, Inc., 435 East 102nd Street, filed schedules in bankruptcy.

The Kaplan Beverage Company has been incorporated, capital \$7,500; to manufacture soft drinks, beverages, etc. Incorporators: A. Kaplan, M. D. and R. F. Nitzburg.

Sanitary Soda Siphons have been incorporated, capital \$5,000; incorporators: L. Zankel, H. Samberg, D. Feller.

Niagara Falls—Falls Candy Company has been incorporated, capital \$20,000; incorporators, P. A. Richmond, L. J. Lorma Jr., J. O'Keefe.

Schenectady—Presto Ice Cream Equipment Corporation has been incorporated, capital \$10,000; incorporators, W. L. and F. X. Daly.

Southampton, L. L.—Ye Appetite Luncheon has filed papers of dissolution.

## TEXAS

Houston—Congress Candy Co. has been incorporated, capital \$20,000. Incorporators: L. J. Strey, Mrs. L. L. Strey, C. H. Elliott, Sherman—The A. B. C. Candy Co. has been incorporated, capital \$10,000; to manufacture and deal in confectionery products.

Incorporators: Charles A. and Thomas E. Hopson.

## WASHINGTON

Seattle—The Evergreen Candy Company has been incorporated, capital \$15,000; incorporators: A. E. Nugent and C. S. Haskell.

## WEST VIRGINIA

Morgantown—The Rogers Pharmacy and soda grill has been opened on High Street.

## WISCONSIN

Beaver Dam—The Olympia Sweet Shop has opened at 153 Front Street.

Cedarburg—Darrow Bros. opened a candy and ice cream parlor in the former Fredericksen building.

Cedar Grove—H. E. Stokdyk opened a confectionery business.

Currie—Frank Tonn opened a new confectionery and ice cream parlor.

Darien—H. H. Carter and J. R. Wilkins have opened the Carter Candy Company.

De Pere—Henry Toonen opened a soft drink cigar and candy business on George Street.

Elkhorn—The Burlington Sweet Shop will open in the former De Pere Bldg.

Janesville—John Conley purchased the stock of Maurice Dalton in the "D. and L." sweet shop, the store now being known as "Conley and Leary's." Mr. Dalton recently opened a combination cigar and tobacco store with a small soda fountain in the Myers' hotel block.

Kewaskum—Roman Schmidt sold his confectionery business to Al K. Klug.

Marshall—Ben Grambach will open a candy factory at 200 East Fourth Street.

Milwaukee—Acme Candy Corporation has been incorporated, capital \$5,000; incorporators: F. C. Zacher, Clara Zacher, Hugo Leifschutz.

The Moon Beverage Co. has been incorporated, capital \$13,000; incorporators: Lothar Roehmheld, Gustav K. Fankle, Harry A. Schulz.

Muskegon—Grover Hardy has sold his soft drink business to Herman Lamke.

Schlesinger—T. Storck Brewing Co. has purchased a building on Rowell Street, Beaver Dam, Wis., and will remodel it for an ice cream manufacturing plant. The Beaver Dam plant will be equipped for freezing and packing, the mixing to be done at the Schlesinger plant.

Spring Valley—Joseph Jakes purchased the confectionery and restaurant business of Maurice Tito.

Two Rivers—Frank J. Taduch purchased the ice cream parlor from W. H. Bag.

Watertown—H. C. Brannat opened a confectionery business.

Whitewater—John Albion opened a candy business in the Sach bakery building.

Wycena—Jacob Fleming has bought the Deb Babcock confectionery and soft drink stock here.

## Patents and Trade Marks

### PATENTS

#### Granted September 20, 1921

- 1,391,075—Frank A. Phillips, assignor of one-half to J. Roy Kinckler, Pottstown, Pa. Water cooler.  
 1,391,499—Nora Williams, Spokane, Wash. Mixer.  
 1,391,557—Gustav R. Mayer, William G. Andrews and Alex Victor Coldby, Chicago, Ill. Beverage making material and process of producing same.  
 1,391,604—Frank H. Baumgard, Columbus, Ohio. Candy sugaring machine.  
 1,391,467—Horace K. Curtis and Louis T. Hunter, assignors of one-third to John I. D. Briatol, Chappaqua, N. Y. Bottle capping machine.

#### Granted September 27, 1921

- 1,391,663—Alexander Herzfeld, Berlin, Germany, assignor, by means assignments, to the Chemical Foundation, Inc. Nutrient containing albumen and the method of producing it.  
 1,391,731—Harry C. Atwood, Ardmore, Okla. Hand nutcracker.  
 1,391,918—Livingston A. Thompson, Waukegan, Wis. Candy and method of producing.  
 1,391,965—Julius J. Mojonier, Oak Park, Ill., assignor to Mojonier Bros. Co., Chicago, Ill. Process of testing milk and milk products.

#### Granted October 4, 1921

- 1,392,412—John C. Gibbs, Lancaster, Pa. Ice cream freezer.  
 1,392,518—George R. Paranteau, Simi, Calif. Fruit pitting machine.  
 1,392,519—George R. Paranteau, Ventura, Calif. Knife for fruit pitting machine.  
 1,392,520—George R. Paranteau, Ventura, Calif. Fruit holder for pitting machine.  
 1,392,825—Morris Langhaus, New York, N. Y. Drink mixer.  
 1,393,045—John W. Scott, Englewood, N. J., assignor to Arbuckle Bros., New York, N. Y. Process for producing soluble concentrated coffee.  
 1,393,166—Thomas Sanguinalo, Wilkes-Barre, Pa. Nut-blanching machine.  
 1,393,287—Thomas B. Hunter, San Francisco, Calif. Apparatus for cap-stemming raisins.  
 1,393,300—Lawrence F. McNutt, assignor to The Allen Filter Co., Toledo, Ohio. Dispensing faucet.  
 1,393,422—Russell W. Berridge, Detroit, Mich. Process for the manufacture of grape and other fruit juices.  
 1,393,460—Ashford S. Leystonstone, England. Machine for coating chocolate bonbons.  
 1,393,507—James T. Turner, Atlanta, Ga. Machine for making ice cream.

#### Granted October 18, 1921

- 1,393,941—Lavern Bordwell, New York, N. Y. Beater.  
 1,394,130—Frank T. Wichter, Lakewood, Ohio, assignor of one-half to George W. Wise, Cleveland, Ohio. Soda fountain.  
 1,394,138—William Dale Bost and Harry M. Miller, Los Angeles, Calif., said Bost assignor to said Miller. Process of peeling fruits and vegetables.

### TRADEMARKS

#### Published September 23, 1921

- 148,465—Van Ruge Co., Inc., Minneapolis, Minn. Design. Non-alcoholic, non-cereal, maltless beverage sold as a soft drink and syrup for making the same.  
 148,514—Dr. Sweet Root Beer, Inc., Boston, Mass. Design. Root beer.  
 149,161—The W. T. Wagner's Sons Co., Cincinnati, Ohio. "Lilmintha." Non-alcoholic, maltless, minted lime beverage sold as a soft drink.  
 149,737—H. Kellogg & Sons, Philadelphia, Pa. Design. Grape juice, ginger ale, sarsaparilla, root beer, lemon soda.  
 150,545—Los Angeles Ice & Cold Storage Co., Los Angeles, Calif. "Dorade Club." Maltless, non-cereal, non-alcoholic beverages sold as soft drinks.  
 151,274—The Independent Breweries Co., St. Louis, Mo. "I.B.C." Root beer.  
 151,292—San Antonio Beverage Syrup Co., San Antonio, Tex. "Chic-Chic." A maltless non-intoxicating beverage and syrup for making the same.

#### Published September 30, 1921

- 149,165—Chocolats Fins Zurcher S. A., Clarend-Montreux, Switzerland. Design. Chocolate and cocoa for beverage purposes, etc.  
 149,755—Jacob Brothers, Torrington, Conn. "Manna." Candy and chocolate bars.

#### Published October 6, 1921

- 125,142—Arthur Whitaker, Manchester, England. "Sequoia." Non-alcoholic, non-cereal, maltless extracts, essences, and prepared syrups used in and for carbonated and the drinks, etc.  
 145,015—H. B. Fagan, Burlington, Iowa. Design. "Missouri Pride." Concentrated extract of malt sugar for food purposes.  
 145,470—Oscar E. Maurer, San Francisco, Calif. "Tru-Malt Brew." A non-alcoholic, malt beverage.

#### Published October 11, 1921

- 135,850—Fruit Valley Corporation, Rochester, N. Y. "Jel-Ade." Fruit product composed of pectin and a fruit acid or other organic acid, which food product when combined

- with the proper amount of sugar and water will form jelly, etc.  
 142,835—Eng-Skell Co., Inc., San Francisco, Calif. "Mao-Maple." A flavoring compound for use in food syrups, candies, confectionery, etc.  
 143,061—Louis Rosenfield, Chicago, Ill. Design. "Sunny Brook." Canned fruit, canned condensed milk, etc.  
 143,411—Thomas Shortiss, Toronto, Ontario, Canada. Design. Confectionery.  
 143,883—Masterson Brothers, Dallas, Texas. "Cre-Mil-Lac." A milk drink made from sweet milk.  
 144,096—Mint Gum Co., Inc., New York, N. Y. Design. Chewing gum.  
 144,172—Heaster Sons Co., Newark, N. J. Design. "Dairy Maid." Plain chocolate, milk chocolate, etc.  
 145,484—Ilwailan Pineapple Co., Ltd., Honolulu, T. H. and San Francisco, Calif. "Summer Land." Canned pineapple.  
 145,564—Hawaiian Pineapple Co., Ltd., San Francisco, Calif. "Honey Dew." Canned pineapple.  
 146,690—Curtiss Candy Co., Chicago, Ill. "Big Bite." Chocolate coated candy having a marshmallow center.  
 148,416—Walker Properties Association, Austin, Texas. Design. Canned chili con carne and canned hot tamales.  
 148,784—Robertson Candy Co., New York, N. Y. Design. Fruit tablets and other candies.  
 148,816—The Red Fox Co., Providence, R. I. "Red Fox" and design. Ginger ale.  
 149,130—Frank M. Fleischer, Pittsburgh, Pa. Design. Non-alcoholic, maltless beverage sold as a soft drink and flavoring for same.  
 149,706—Thomas B. Kane, Philadelphia, Pa. Design. "Army and Navy." Non-alcoholic, non-cereal, maltless beverages sold as soft drinks and syrups for making the same.  
 149,709—John Mulhern Co., San Francisco, Calif. Design. "Peerless Brand." Non-alcoholic, non-cereal, maltless beverage.  
 150,307—Standard Bottling Co., Newark, N. J. "Orange Blossoma." Non-alcoholic, non-cereal maltless beverages sold as soft drinks.  
 150,566—Patterson Mineral Water & Beverage Co., Chicago, Ill. "Pat-Ra." Non-alcoholic, maltless beverages, sold as soft drinks and syrups for making the same.  
 150,870—Limpert Bros., Inc., New York, N. Y. "Cherry-Bon." Non-alcoholic, maltless beverage flavored with cherry juice, sold as a soft drink.  
 151,137—Anheuser-Busch, Inc., St. Louis, Mo. Design. "Car-Cha." Maltless, carbonated chocolate beverage.

#### Published October 17, 1921

- 119,986—Pabst Brewing Co., Milwaukee, Wis. "Blue Ribbon." Non-alcoholic malt syrup for the production of a cereal malt beverage.  
 142,850—Nevin-Frank Co., Butte, Mont. "Aleo." Non-alcoholic, maltless, non-cereal, maltless beverages sold as soft drinks.  
 145,690—August Kuhnlein, Sharon and Farrell, Pa. "Ma-Ku." Non-alcoholic, non-cereal, maltless beverages—namely, root beer, winette, ginger ale, kola, and herb beer.  
 145,771—Edw. Diehl & Sons, Tenn. "Edw. Diehl's Catawba Crush." Non-alcoholic, non-cereal, maltless beverages sold as a soft drink and syrups for making the same.  
 146,527—Calvin Lynde Beardsley, Rock Island, Ill. "Concord Drops." A maltless, non-alcoholic beverage sold as a soft drink and extracts and syrups for making the same.  
 152,220—Lewis Lee Balch, Pittsburgh, Pa. Design. "Three Leaf." A combination of malt extract, hops and malted malt sugar used in making a non-alcoholic malt beverage.  
 152,305—Gerhard Lang Brewery, Buffalo, N. Y. Design. Malt syrup, malt extracts, and malt beverages containing less than one-half of one per cent of alcohol by volume.

#### Published October 26, 1921

- 139,153—The Smile Co., Minneapolis, Minn. Design and the word "Smile." A sugar preparation from fruit acid for making sherbet, ices, etc.  
 140,130—The Schuster Co., Cleveland, Ohio. Design. Crushed fruits for use in making soda fountain drinks, fruit syrups for making non-alcoholic maltless beverages sold as soft drinks and fruit syrups for making beverages containing less than one-half of one per cent alcohol, and the beverages made therefrom.  
 142,832—Eng-Skell Co., Inc., San Francisco, Calif. "Mento." A flavoring compound used in making a non-alcoholic, maltless beverage and also for a non-alcoholic, maltless beverage sold as a soft drink.  
 142,832—Pfeiffer Bros., Brooklyn, N. Y. Design. Barley malt syrup for use in baking and candy making.  
 146,086—Royal Cocoa Co., Jersey City, N. J. Design and the words "Dutch Maid." Caking cocoa and chocolate.  
 148,873—Cardinal Candy Co., Oakland, Calif. "Baffle Bar." Chocolate coated candy.  
 149,753—Edith E. Harrer, Canandaigua, N. Y. "Silver-tone." Ice cream.  
 149,927—Orange Crush Co., Chicago, Ill. "Like oranges? drink Orange Crush." Non-alcoholic, maltless beverage sold as soft drinks and syrups for making the same.  
 150,021—Milwaukee-Waukegan Cider Co., Waukegan, Wis. "Fox Head" with design. Ginger ale, root beer, mineral water and soda water.  
 150,185—Cantrell & Cochrane, Ltd., Dublin, Ireland. "Cantrell & Cochrane." Ginger ale, ginger beer, sarsaparilla, and bottled soda.  
 151,718—Thomas B. Kane, Philadelphia, Pa. "Speedo." Non-alcoholic, non-cereal, maltless beverage sold as a soft drink and syrup for making the same.  
 151,724—The Spiceland Sanitarium, Spiceland, Ind. Design. Natural alkaline, saline, carbonated water.  
 152,277—Racone Thergell Co., Santa Rosa, Calif. "Redwood." Cider, grape juice.

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AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

D.O. HAYNES & Co. Publishers No. 3 PARK PLACE NEW YORK

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VOL. XX

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No. 12

## Christmas 1921



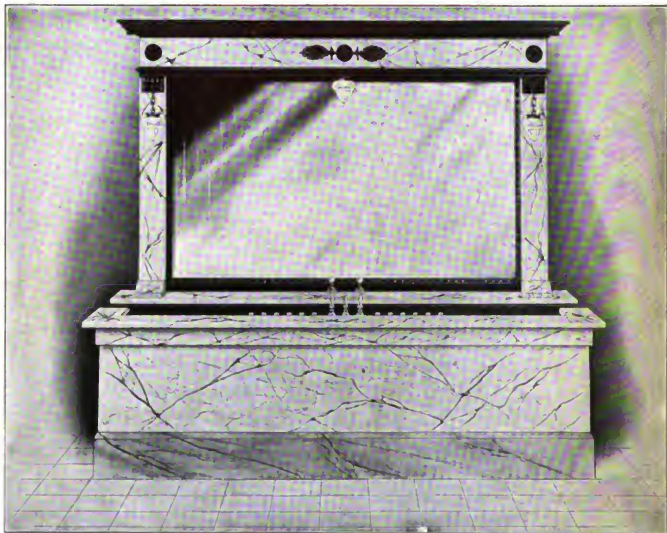
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**MASTER BUILT SODA FOUNTAINS**

**STANDARD FOR NEARLY FIFTY YEARS**



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The turnstile of a new year is just ahead. Once over the border line of 1922 it will be but a step to Spring.

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# THE SODA FOUNTAIN

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## BUSINESS SUICIDE

While most of us have heard the story of the Fourth Wise Man, the tragic history of the ancient mead dispenser is known to but few. In the olden days, long before the discovery of America, the land of the Eighteenth Amendment, there lived in the Land of Judea a man named Thaddeus Anaximenes, who made and sold mead, the home-brew of the ancients, prepared by fermenting honey and malt with yeast. And although Thaddeus was very scrupulous in making a good brew, he was slovenly in the matter of cleanliness, the insects of the air often finding lodgment in the earthen bowls containing his refreshment.

And it came to pass that one day as Pontius Pilate, the Governor of Judea during the reign of Tiberius Caesar, after spending a long and wearisome day with some insurgent Bolsheviks of his province, was wearily winding his way home, he stopped at the corner shop of Thaddeus to quench his thirst with a draught of mead. Raising the bowl to his lips, the Governor drained it dry. But unfortunately for Thaddeus, it seems that a locust had crept into the bowl, and being extremely large, lodged in the throat of the Governor, biting him with vigor. Somehow this infuriated the care-worn Governor and he motioned his attendants to dispatch the mead seller. This was done. Thus did the career of the slovenly mead dispenser come to an untimely end. Next day it was officially announced that he had committed suicide.

In our present day dispensers of modern beverages can hardly commit suicide as did Thaddeus Anaximenes—yet they can commit *business suicide* by being persistently slovenly in the care of the soda fountain. Dirty glasses, foul wash cloths, sticky counters and wet tables are some of the many means to an untimely business end. Wise soda fountain operators have learned that customers are attracted by neatness and cleanliness in all things and that the soda fountain which radiates the message of sanitation is the one that "brings home the bacon."

## CONSUMER'S TAX REPEALED

With the signing of the new tax revision law by President Harding on November 23, the obnoxious consumer's tax on soda and ice cream is repealed and revenue taxes are placed upon the manufacturers of soft drinks and fountain syrups. Subdivision (a) of section 600 of the Revenue Act of 1918 is amended so as to place taxes of nine cents per gallon on finished or fountain syr-

ups, two cents per gallon on soft beverages and unfermented fruit juices, five cents per gallon on syrups used in making carbonated bottled drinks and four cents per pound on carbonic acid gas. The manufacturer's tax of five per cent of the value of candy has been reduced to three per cent and chewing gum has been made tax free. The law becomes operative January 1, 1922, until which time fountain owners must collect the consumer's tax now in effect.

Soda fountain operators under the new law must secure from the Bureau of Internal Revenue certificates of registry in accordance with the rules to be made by the Collector of Internal Revenue. These certificates of registry must be posted in the stores. If a fountain owner fails to register and prepares home-made syrups, as chocolate, orange or lemon, he will be liable to a fine of \$1,000. Accounts must be kept of all home-made syrups produced and monthly sworn statements with required taxes must be sent to the Bureau of Internal Revenue.

Regulations governing the administration of these new taxes will probably be issued shortly and will be printed in this journal as released. Many difficult questions will arise in the actual operation of this law and all persons interested should be careful to study regulations as issued.

Perhaps the chief difficulty from the fountain operator's standpoint in this law, the text of which is printed elsewhere in this issue, is paragraph (e), which reads: "Upon all finished or fountain syrups of the kinds used in manufacturing, compounding, or mixing drinks commonly known as soft drinks, sold by the manufacturer, producer, or importer, a tax of nine cents per gallon shall be levied, assessed, collected and paid." The question arises, who is the manufacturer of "finished or fountain syrups," the manufacturer of the concentrated syrups or the retailer who dilutes these concentrated syrups with simple syrup?

According to a statement issued by the National Manufacturers of Soda Water Flavors, "The bottler or fountain man mixes these concentrates or extracts with three or more parts of simple syrup and thereby manufactures a finished or fountain syrup upon which he is required to pay the syrup tax." Taking an opposite view, Dr. William C. Anderson, Chairman of the Legislative Committee of the Kings County (N. Y.) Pharmaceutical Society, and one of the best informed men on legislative matters affecting the retail soda and drug trades, has stated that in his opinion the dilution of concen-

trated fountain syrups with simple syrup does not in any sense of the word constitute a manufacturing process and that the manufacturer of the concentrated syrups is required to pay the tax. This is a very important matter to the fountain operator. If the manufacturer of the concentrated syrups pays the tax, he will be obliged to raise his prices to the retailer, who will thus indirectly bear the tax. But if the retailer pays the tax after diluting the concentrated syrup with simple syrup, instead of nine cents, the tax measured in terms of tax on concentrated syrup, will amount to twenty-seven cents or more. Thus it is seen that the question of who is the manufacturer of the "finished or fountain syrups" is extremely important.

But notwithstanding the fact that these new taxes will add to the cost of fountain supplies, most operators will be glad to be rid of the burdensome consumer's tax on soda and ice cream. The consumer's tax imposed a great amount of detail upon soda shop owners and was thoroughly disagreeable to the public. Very likely the general disfavor which greeted this form of taxation was an important factor in its repeal.

One outstanding feature of this tax revision law is the absence of taxes in any form on ice cream. Thus it would appear that our legislators have become educated to the fact that ice cream is a food and not a luxury.

While in some respects these new taxes are much more tolerable than the consumer's tax, nevertheless they are unfair in that they are levied against a few industries to the exclusion of many others. In face of the demand on the part of the public for lower prices, the increased cost of supplies and the high wages now prevailing in the soda field, it seems that Congress is attempting to make the soda industry the goat to carry the immense taxes rendered necessary by past inefficiency in the Federal Government.

The repeal of the consumer's tax on ice cream and soda affords great satisfaction to THE SODA FOUNTAIN, which from the start was opposed to this form of taxation, carrying on an incessant campaign for its repeal.

#### LOCAL TRADE INFLUENCES

The statement by Mr. Fred Kruse, of Berkeley, Cal., that service in soda and confectionery shops in the West is better than that in the East, printed elsewhere in this issue, ought to provoke considerable discussion. Mr. Kruse's criticism consists mainly in saying that the demand for lower priced drinks is more pronounced in the East than in the West and that the eastern soda shops are more crowded.

The first contention of Mr. Kruse is that the people of the West demand higher priced drinks, with the East catering to volume and the West to quality. While no statistics are available to support the opinion that Westerners have cultivated a higher priced soda taste than have Easterners, the assertion is interesting. Undoubtedly trade conditions in various sections of the coun-

try differ, even as do habits and customs. In the South one drink may find slight preference, in the North another. We hope that our readers in all sections of the country will write and tell THE SODA FOUNTAIN of the local likes and dislikes, the various trade tendencies which exist in their districts.

In regard to the contention of Mr. Kruse, surely it may be said that if eastern soda shops are continually crowded, the soda business is booming, which is no reflection upon the merchandising methods of eastern soda fountain operators. In many of the large cities in the Atlantic Coastal District, fountain operators are confronted with the problem of caring for great numbers in rush hours. To provide seats for everyone at noon would in many cases require an outlay of money on which there could not possibly be an adequate return. Travelers are prone to visit only the busy, bustling sections of cities and thus often their impressions are erroneous to a greater or less degree.

#### ICE CREAM IS A FOOD

Since the advent of prohibition the consumption of ice cream in the United States has increased by 100,000,000 gallons a year, according to statistics gathered by the National Association of Ice Cream Manufacturers. This increase in the consumption of ice cream is equivalent to nearly one gallon for every man, woman and child in the country.

Following as it does in the wake of prohibition, it may be thought that this great expansion is a direct result of the closing of the saloons. Yet is such actually the case? While there are undoubtedly many former saloon patrons who now turn to the soda fountain to quench their thirsts, it would require a great stretch of the imagination to conceive that the great increase in ice cream and soda sales is caused by the flocking of former tipplers to the soda fountain.

The chief cause of increased ice cream consumption is the growing recognition of the food value of this product and its increasing use in place of other foods, especially in the noon lunch of office workers. Delicious to taste, easily digested and relatively cheap as compared with many other foods, it is but natural that this food should rapidly gain in favor.

#### PRIZE FORMULA CONTESTS

On page forty-three of this issue appears the announcement that starting with the January number monthly prize formula contests will be held. The best formula for soda, sundae or other fountain service received each month will secure a prize of five dollars. All other formulas published will be paid for at one dollar each.

The fountain has profited by the closing of the bar rooms but when a man who was accustomed to the unfeeling courtesy and urbanity of the old-time bartender gets the niggardly service and scant politeness which is sometimes his lot from the soda dispenser he longs for the good old days.



# New Federal Soft Drink Tax Law

*Fountain Operators Must Pay Tax of 9 Cents a Gallon on All Home-made Syrups—Manufacturers Pay 9 Cents a Gallon on Syrups and 2 Cents on Beverages*

THE tax revision bill was passed by Congress and signed on Nov. 23 by President Harding. Under the provisions of this new law the obnoxious consumer's tax on ice cream, soda and soft drinks is repealed and taxes are imposed upon manu-

facturers of all beverages made from cereals, unfermented grape and other juices, mineral and table waters, fountain syrups and carbonic acid gas. The law goes into effect January 1, 1922, until which time the consumer's tax must be collected by retailers. Bottled beverages will be taxed two cents a gallon, fountain syrups nine cents a gallon and carbonic acid gas four cents per pound. The manufacturer's tax on candy is reduced from five per cent of value to three per cent and chewing gum is made tax free.

Soda fountain operators making any of their own syrups must pay a tax of nine cents a gallon, must secure and post certificates of registration and must make monthly reports in duplicate under oath and pay the necessary taxes.

The Commissioner of Internal Revenue has not yet issued regulations governing the administration of this law, but it is expected that they will be issued before the law goes into effect. Accordingly, fountain owners should communicate with their local Collectors of Internal Revenue to secure the regulations and certificates of registry as soon as available.

While the law is clear in most of its provisions in stating that the manufacturer in all cases pays the taxes, some difficulty is encountered in understanding paragraph (c), the question arising whether the fountain operator or the manufacturer of the concentrated syrups is the "manufacturer of the finished or fountain syrups" within the meaning of the law. This is a very important point from the fountain operator's standpoint and will remain in doubt until an official ruling upon the matter is issued by the Commissioner of Internal Revenue.

## Who Pays Tax on Fountain Syrups?

In the opinion of the National Manufacturers of Soda Water Flavors, "this tax [paragraph (c)] does

not apply to concentrates or extracts sold to the bottler or fountain man, because such concentrates or extracts are not finished or fountain syrups. The bottler or fountain man mixes these concentrates or extracts with three or more parts of simple syrup and thereby manufactures a finished or fountain syrup upon which he is required to pay the syrup tax. It is the man who makes the finished or fountain syrup who is required to pay the tax."

On the other hand, Dr. William C. Anderson, Chairman of the Legislative Committee of the Kings County (N. Y.) Pharmaceutical Society, who is one of the best informed men on legislation affecting the retail soda and drug trade, said that he does not understand the law as meaning that the retailer must pay a tax on diluted syrups. The manufacturer of the concentrated syrups, said Dr. Anderson, pays the tax as a manufacturer, for the mere addition of simple syrup can in no way be construed as a manufacturing process.

Some time ago, continued Dr. Anderson, a ruling on a similar case in the Customs Department was made, in which it was held that the dilution of a product did not constitute a manufacturing process within the meaning

of the law. Furthermore, said Dr. Anderson to a representative of this journal, if it were to be held that the retailer pays the tax on diluted syrups, it would increase the cost of his syrups much more than if the manufacturer of the concentrated syrups paid the tax. Naturally if the manufacturer is taxed nine cents a gallon on concentrated syrups he will increase the price of his syrups to the retailer to care for the tax. But if the retailer were required to pay a tax after these concentrated syrups have been diluted with sugar and water to three or four times their original volume, naturally the amount of tax paid will be three or four times greater than if paid by the manufacturer of the concentrated syrups. It would be to the best interest of all, said Dr. Anderson, if the manufacturer paid the tax and increased his syrup prices to cover the tax.

## Taxes on Manufacturers

	1918	1922
<i>Cereal Beverages, containing less than one-half of one per cent of alcohol by volume</i> .....	15%	2c gal.
<i>Unfermented fruit juices in natural or slightly concentrated form (not finished or fountain syrups) and carbonated beverages manufactured by use of concentrate, essence or extract instead of finished or fountain syrups</i> .....	10%	2c gal.
<i>Mineral or table waters, whether carbonated or not (natural or artificial)</i> .....	2c gal.	2c gal.
<i>Still drinks containing less than one-half of one per cent of alcohol by volume (except mineral and table waters and pure apple cider)</i> .....	None	2c gal.
<i>Finished or fountain syrups used in making soft drinks—when sold by manufacturer</i> .....	None	9c gal.
<i>—when used in making carbonated beverages sold in closed containers</i> .....	None	5c gal.
<i>—when produced and used by the manufacturer of carbonated beverages</i> .....	None	5c gal.
<i>Carbonic acid gas sold to manufacturers of carbonated beverages or to persons conducting soda fountains</i> .....	None	4c lb.

## Taxes on Retailers

<i>Finished or fountain syrups used in making soft drinks—when manufactured by the retailer</i> .....	None	9c gal.
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The sections of the new law relating to the soda industry follow:

#### Text of the New Law

Sec. 602. That from and after January 1, 1922, there shall be levied, assessed, collected and paid, in lieu of the taxes imposed by sections 628 and 630 of the Revenue act of 1918:

(a) Upon all beverages derived wholly or in part from cereals or substitutes therefor, containing less than one-half of one per centum of alcohol by volume, sold by the manufacturer, producer, or importer, a tax of two cents per gallon.

(b) Upon all unfermented fruit juices, in natural or slightly concentrated form, or such fruit juices to which sugar has been added (as distinguished from finished or fountain syrups), intended for consumption as beverages with the addition of water or water and sugar, and upon all imitations of any such fruit juices, and upon all carbonated beverages, commonly known as soft drinks (except those described in subdivision (a)), manufactured, compounded, or mixed by the use of concentrate, essence, or extract, instead of a finished or fountain sirup, sold by the manufacturer, producer, or importer, a tax of two cents per gallon.

(c) Upon all still drinks, containing less than one-half of one per centum of alcohol by volume, intended for consumption as beverages in the form in which sold (except natural or artificial mineral and table waters and imitations thereof, and pure apple cider), sold by the manufacturer, producer, or importer, a tax of two cents per gallon.

(d) Upon all natural or artificial mineral waters or table waters, whether carbonated or not, and all imitations thereof, sold by the producer, bottler, or importer thereof, in bottles or other closed containers, at over twelve and one-half cents per gallon, a tax of two cents per gallon.

(e) Upon all finished or fountain sirups of the kinds used in manufacturing, compounding, or mixing drinks commonly known as soft drinks, sold by the manufacturer, producer, or importer, a tax of nine cents per gallon; except that in the case of any such sirups intended to be used in the manufacture of carbonated beverages sold in bottles or other closed containers the rate shall be five cents per gallon. Where any person conducting a soda fountain, ice cream parlor, or other similar place of business manufactures any sirups of the kinds described in this subdivision, there shall be levied, assessed, collected, and paid on each gallon manufactured and used in the preparation of soft drinks a tax of nine cents per gallon; and where any person manufacturing carbonated beverages manufactures and uses any such sirups in the manufacture of carbonated beverages sold in bottles or other closed containers there shall be levied, assessed, collected, and paid on each gallon of such sirups a tax of five cents per gallon. The taxes imposed by this subdivision shall not apply to finished or fountain sirups sold for use in the manufacture of a beverage subject to tax under subdivision (a) or (c).

(f) Upon all carbonic acid gas sold by the manufacturer, producer, or importer to a manufacturer of any carbonated beverages, or to any person conducting a soda fountain, ice cream parlor, or other similar place of business, and upon all carbonic acid gas used by the manufacturer, producer, or importer thereof in the preparation of soft drinks, a tax of four cents per pound.

Sec. 603. (a) That each manufacturer, producer, or importer of any of the articles enumerated in section 602 and each person who sells carbonic acid gas to a manufacturer of carbonated beverages or to

a person conducting a soda fountain, ice cream parlor, or other similar place of business, shall make monthly returns under oath in duplicate and pay the tax imposed in respect to the articles enumerated in section 602 to the collector for the district in which is located the principal place of business. Such returns shall contain such information and be made at such times and in such manner as the Commissioner, with the approval of the Secretary, may by regulations prescribe. The tax shall, without assessment by the Commissioner or notice from the collector, be due and payable to the collector at the time so fixed for filing the return. If the tax is not paid when due, there shall be added as part of the tax a penalty of five per centum, together with interest at the rate of one per centum for each full month from the time when the tax became due.

(b) Each person required to pay any tax imposed by section 602 shall procure and keep posted a certificate of registry in accordance with regulations to be prescribed by the Commissioner, with the approval of the Secretary. Any person who fails to register or keep posted any certificate of registry in accordance with such regulations, shall be subject to a penalty of not more than \$1,000 for each such offense.

Sec. 1400. Sections 628, 629 and 630 of Title VI of the Revenue Act of 1918 are repealed (being the taxes on soft drinks, ice cream and similar articles).

#### DEBATE IN CONGRESS

During the discussion of the sections of the tax bill dealing with the taxation of soft drinks, a number of points were debated in the Senate. The chief matters taken up at this time are reprinted from the Congressional Record and may throw some light on the intentions of the legislators who drafted the measure:

#### Fruit and Synthetic Flavors

Mr. King. Mr. President, I want to make a few inquiries of the committee, if they will pardon me for interrupting the proceedings for a moment with respect to the tax on soft drinks and constituent parts thereof. It seems to me that there ought to be a distinction in the imposition of taxes upon those drinks that are the products of fruit juices, innocent beverages of that character, and the synthetic drinks, those resulting from chemical compounds \* \* \*

Mr. Watson. I will say to the Senator that there was quite a bit of discussion of that whole proposition before the Senate committee, that the Senator from Missouri [Mr. Reed], who sits by the Senator's side, made many suggestions in regard to that particular tax; and that the Senate committee, after hearing the discussion not only once but several times, thought it best to put all these various drinks on a par, because the cereal-beverage people were not making any money, as was clearly shown, and from the testimony which was adduced before our committee we thought it was the wise thing to do to put them all on a par. I know of no reason why it should not be done at this time. I think it is good legislation; and besides, they are all competitive products.

Mr. Smoot. I wish to say to the Senator that, as far as I was personally concerned, I voted for two cents instead of four because I knew more revenue would flow into the Treasury of the United States under a two-cent tax than under a four-cent tax. If the tax is left at four cents, near beer can not be produced in sufficient quantity to raise the amount of revenue that will be raised if the tax is made two cents. There was also an intention to equalize them. It costs more to make near beer than it did to make regular beer when we were licensing the making of beer. Near beer has to pass through exactly the same process that regular beer passed through, and then an additional process, the extracting of the alcohol from it, and in order to equalize the tax, as the Senator from Indiana has said, it was reduced to two cents a gallon.

(Continued on page 83)

## Hot Soda Sountain Coins Money

*Use of Catchy Slogans to Attract Attention and the Preparation of Delicious and Distinctive Luncheon Menus Will Draw Shoppers to Store During Winter Months*

**W**HEN winter weather has set in and shoppers and theatre-goers shiver in the cold December blasts from the North; when father, mother, sister, brother are scurrying from shop window to shop window with dizzy thoughts of whom to give and what to give for Christmas—this is the time when the hot soda fountain should be featured. Of the various methods used in pushing hot soda sales, the following practical methods have been used in different parts of the country and have made the dispensing of hot soda pay.

In an Eastern city a hot soda fountain located in a store on a side street had never shown any very startling profits. A new proprietor took possession and resolved that he would use the hot soda fountain as a leader to bring people to his place of business and to attract their attention to his fine, home-made confectionery and other lines of goods. This is how he did it.

### Features Toast of All Kinds

He provided himself with trays, teapots, and some very dainty china dishes. Then he proceeded to advertise, "Tea and Toast at Turner's" in his newspaper advertising, on theatre programs and wherever he could, so that people who wished refreshment on a cool day instantly thought of the neat little store on the side street.

He featured different kinds of toast, not always serving all on the same day; French toast, cinnamon toast, cream toast, marmalade toast, buttered toast, jelly

toast, and others. Marmalade toast was served any day, for this is merely well made, piping hot toast, spread with peach, orange, or any other fruit marmalade. Jelly toast is the same. Cinnamon toast is so called because its hot, buttered surface is lightly sprinkled with cinnamon and sugar. These are mixed in a shaker in the proportion of four or five parts of sugar, to one of cinnamon. The real deliciousness of cinnamon toast comes from selecting a very finely granulated sugar with a superior quality of ground cinnamon blended with it. Coarse sugar with a poor grade of cinnamon will not give good results.

Turner did not consider it necessary to stick to tea and toast only, for he served hot bouillon and wafers, coffee and a peculiarly rich and delicious coffee bread, hot malted milks and other things. The tea was served in the pots, and so freshly made for each customer and piping hot.

In place of the soda fountain being a dead issue, it was soon the means of making his place known to the inhabitants of the entire community, and became a favorite rendezvous of young and old.

### Hot Soda Made Popular in South

In a southern city where it might seem that hot soda would scarcely be popular because of climatic conditions, it was again made the fad by a far-sighted soda fountain man, who had the stage all set for focusing public attention upon his establishment in the autumn. He did this by several methods.



Window Display Used by J. M. Couse, of Asbury Park, N. J., During the Week of December 5th in Connection with a "Special Chocolate Week"—Sales of Hot Chocolate Were Greatly Increased Reports Mr. Couse

He noticed that many of the ladies went shopping in the morning, took a lunch downtown, and went to club meetings or the matinee in the afternoon. So he featured a Shopping-Matinee Lunch, inviting those who were looking for a place to lunch, to meet their friends at the Elite Tea Room, where there would always be something appetizing waiting. Then he proceeded to make good on his promise.

He did not provide a long or fussy menu. There was perhaps a choice of chicken pie (individual), club sandwiches, or a fish salad. Some days there were waffles and honey, and again a nourishing soup with a salad and dessert. The proprietor governed himself on this principle:

"Ladies will come here and bring their friends. If they are a little mortified at the layout, they will not come again. I must please them and introduce something of the element of surprise. So I will change the menu from day to day, having only a few things, but having them excellent of their kind."

He catered particularly to the well-to-do women, and found that the more prosperous business women enjoyed coming, often bringing their men friends with them. In his everyday advertising, he continually stressed the hot soda appeal—not chocolate with whipped cream, hot lime and lemon, Vienna style coffee, demi tasse (black coffee), and with these he featured individual pies—hot and cold mince, custard, coconut, peach, etc.

At the end of the season, his table trade had multiplied by three and his hot soda counter trade had increased by about five, for people were calling for hot sodas morning, noon and night. Among the popular ones for counter service were hot ginger mint, hot malted milk with coffee, and malted clam bouillon. It was only a matter of conceiving an idea and then following it up to the point of putting it into execution.

#### Hot Tamales Draw Tourist Trade

In a western city, the proprietor of a fountain conceived the idea of winning trade from the resident citizens and from the tourists' trade as well. Knowing that the tourists' trade would be attracted by novelty, he featured the serving of hot tamales with sandwiches and hot coffee. The sight-seeing motor vehicles were kept supplied with announcement cards, and the newspapers and guide books also carried advertisements, and the slogan, "Hot Soda and Tamales at Helfer's," was frequently encountered.

This attracted much tourist trade and local business was won through a sandwich service. Sandwiches could be purchased and a vacuum bottle filled with any hot drink to be taken on an outing. Or sandwiches in a particularly choice assortment were offered with tea, coffee, or other hot drinks for regular lunches.

In fact, a good many apartment dwellers came to take their breakfast at Helfer's, enjoying fresh fruit in season, cereal with cream, and a fried egg sandwich or marmalade toast with coffee. Very limited variety was offered at one time, but the menu was changed somewhat from day to day. Hot soda again was made a leader by this wide-awake business man.

#### SPECIAL CHOCOLATE WEEK A SUCCESS

Once upon a time there was an editor of a business paper who wrote an article on methods of taking inventory in retail stores. One of his readers did not think the reasoning of the editor was exactly sound and wrote a sarcastic letter, concluding it by saying: "Your article was not in the humorous column, so I suppose it was meant to be taken seriously. You easy-chair editors make me sick."

This is the great bugabear of business paper editors—the fear that the articles which they publish will not

meet with the favor of their readers. It is a curious trait of human nature that faults are more readily observed and remembered than are good points. A man with a withered hand but with a very beautiful face is always referred to as "the man with the withered hand." And although editors may get much interesting and instructive matter into their papers, they usually hear only of their shortcomings. Naturally a letter from a reader telling how he has been helped by an article is doubly welcome.

Last month an article suggesting fountain operators to feature a special chocolate week was run in THE SODA FOUNTAIN. We have received a letter from J. M. Couse, of Asbury Park, N. J., telling that he has used the idea in the article and has increased business. The illustration on the preceding page shows the window display used by Mr. Couse, whose letter follows:

Editor, THE SODA FOUNTAIN:

We read with interest the article in your November issue suggesting a special chocolate week for the soda fountain.

We adopted this suggestion during the week beginning December 5th and have had gratifying results—gratifying in an immediate sense because our sales during the week were stimulated, and we anticipate good permanent results as well.

We are sending you under separate cover a photograph of our show window used in connection with the chocolate week, which you may publish if you desire.

Very truly yours,

J. M. COUSE.

Asbury Park, N. J.

December 10, 1921.

The editors of THE SODA FOUNTAIN are always glad to receive letters—bouquets, kicks and comments. They are especially desirous of receiving letters telling how this journal has helped its readers.

#### MINNESOTANS NEGLECT MOVIES, BUT CONSUME MORE ICE CREAM SODAS

Residents of Minnesota spent approximately half a million dollars in September for ice cream and soda fountain drinks and this did not include ice cream served with meals or delivered in bulk at homes.

At the same time, the people of the state spent slightly more than a million dollars for admissions to theaters and other places of amusement.

These figures became known when L. M. Willcuts, collector of internal revenue, made public federal tax receipts in the state for the month, as compared with the same month last year. While money spent at soda fountains increased more than 25 per cent over September, 1920, expenditures for amusements fell off approximately 12 per cent.

#### NEW YORK ICE CREAM DEALERS MEET AT BINGHAMTON

The annual convention of the New York Ice Cream Dealers' Association was held on November 30 and December 1 at Binghamton, N.Y., with nearly 150 members in attendance. Headquarters was at the Arlington Hotel where the business sessions were held. Many papers of great interest were read by members on different phases of the industry.

On Wednesday evening, November 30, the annual banquet was held, followed by brief talks on various topics. The Kiwanis Club quartet and a local orchestra furnished entertainment to the visiting delegates. Following the business session on Thursday morning the members inspected the factories of the Endicott-Johnson Shoe Co. and were tendered a lunch by the company at one of the plant restaurants. In the evening the visiting dealers were guests of the two local companies at a theatre party.

# Quo Vadis—Syrup Ingredient Prices?

*Costs of Many Materials Used in Manufacture of Fountain Syrups Are Actually Lower Than Those Obtaining in 1914—Prices During Past Seven Years Compared*

CONSIDERED as a group, the materials used in flavoring extracts and fountain syrup manufacture today stand at lower wholesale prices than they did in that much-referred-to era just preceding the war. As much as we hear that prices have not come down "a great deal", particularly where manufactured products used in the soda fountain industry are concerned, the market for basic flavoring materials has suffered one of the sharpest declines during the past eighteen months of any of the branches in the foodstuff group. When the downward movement in values of the major foodstuffs such as bread, meat, dairy products, fresh vegetables, and the like,—where there have been downward movements during the past year—are compared to some of the price recessions in flavoring bases, the losses in the main foodstuff group become extremely insignificant. Where breads and meats may possibly have fallen off eight or ten per cent, the essential oils and other ingredients of syrups and confections have declined twenty-five to seventy-five per cent. Of course, as a very minor branch of the great industrial group of foodstuffs, flavors and syrups are naturally of little interest to the average layman or student of economics, but to soda fountain people, they are of vital importance.

Some of the leading syrup ingredients as well as basic materials for confectionery manufacture are down to a quarter and a fifth of their former values, that is, their values in 1919, the peak of the post-war deflation period. As far as a comparison with 1914 is concerned, ten per cent or so is about representative of the distance which prices as a group, stand below the pre-war levels. Sugar, cocoa beans, prepared cocoa, oil lemon, oil orange, oil cassia, oil anise, oil sassafras, as well as others, are lower today than any fair average first-hand price in 1914. Of some products which are now above 1914, but lower by far than the 1919 levels, are vanillin, coumarin, oil peppermint, o spearmint, oil wintergreen, menthol,

and numerous aromatic synthetic flavoring bases. The outstanding exceptions to the lower price rule, and in the eyes of some in the trade, the most important, are vanilla beans and true extract of vanilla. The latter during the past few months, staged quite a reaction upward in values which has brought price-levels up approximately thirty or thirty-five per cent.

To show the manner in which syrup and confectionery flavoring materials have changed since 1914, the table on the next page was compiled. Prices named are only a rough estimate of the markets on the various products at the different times named, first-hand, quantity figures per pound being given in each case.

The figures under the heading 1914 represent the average value of the various items for a month or two preceding the outbreak of the war. Under 1917, a representative figure for the war period is given. The 1919 column represents the peak of prices during the orgy of inflation and rising values which followed the cessation of hostilities. The last column, marked "Today," gives the market figures ruling during the first week of December, 1921, as quoted by leading importers and manufacturers.

## The Case of Lemon and Orange Oils

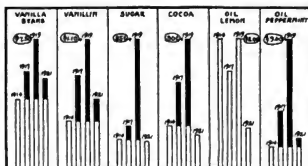
Both lemon and orange, perhaps the two most important fruit flavors made from the essential oils and used by the soda fountain trade, have both had varied and hectic careers during the past seven years.

When it is noted that oil of lemon in the original coppers as imported from Sicily, is today selling for 67½¢ @ 75¢ a pound in New York, the fact that at the outbreak of the war prices stood at \$2.00 @ \$2.75, gives the appearance that the bottom has fallen completely out of the market. Although present prices are perhaps the lowest which are likely to be seen for many a moon, they do not represent a complete disintegration of the market. In 1914 when lemon was selling for \$2.00 to \$3.00 wild speculation in Italian producing centers had driven the price up from about a dollar, about a normal figure, within a very short time. As compared with

*From the past can be predicted the future.*

*In the accompanying article a brief review of the prices of some of the principal fountain syrup ingredients is given. In reading these price changes, the fountain operator will naturally ask, "Quo Vadis—Syrup Ingredient Prices?", or in other words, are fountain syrups going to rise or fall during the coming year?*

*The chart shows the comparative wholesale prices for several important syrup and confectionery materials for the years 1914 to 1921. The black area in each case represents the percentage of price increase*



*above pre-war levels. The year 1919 carried the peak of high prices, which in most instances were at least double those in 1914. Since that time many syrup ingredients have been declining in value; sugar, oil of lemon and cocoa are actually now slightly below the 1914 values.*

*It is hardly possible that the downward trend in these wholesale prices will continue, in fact it is quite likely that wholesale prices in general may stiffen. But the fact remains that the syrup situation, from the fountain operator's point of view, is bright, for lower costs of syrup materials are naturally reflected in lower costs of fountain syrups.*

a normal price of \$1.00 a pound, oil lemon is now selling in a large way on an average of 70c a pound. However, when it is realized that in 1914, the Italian lira was worth close to 19c, while today it is only worth a little over 4c, the difference in exchange rates does not make the 70c look quite so cheap a price.

	1914	1917	1919	Today
Cocoa Beans .....	8-10c	14-16c	25-30c	6-8c
Cocoa Powdered .....	10-12c	20-25c	30-40c	6-10c
Vanilla Beans, Mexican .....	\$4.00	\$6.00	\$7.50	\$6.00
Bourbon .....	\$3.00	\$2.50	\$3.00	\$2.50
Tahiti .....	\$2.00	\$1.50	\$2.50	\$1.85
Citric Acid .....	\$7.00	\$9.00	\$11.00	\$4.45
Oil Lemon .....	\$2.00	\$1.25	\$2.00	\$1.50
Oil Orange, Italian .....	\$3.00	\$2.00	\$3.00	\$2.00
West Indian .....	\$2.00	\$2.50	\$7.50	\$2.00
Oil Peppermint .....	\$1.50	\$3.00	\$8.00	\$2.00
Oil Wintergreen, Gaultheria .....	\$3.00	\$4.50	\$10.00	\$4.50
Artificial .....	\$6.00	\$8.00	\$9.00	\$4.00
Oil Anise .....	\$1.50	\$1.00	\$2.00	\$1.50
Oil Cassia .....	\$1.75	\$2.00	\$2.75	\$1.65
Vanillin .....	\$4.00	\$8.00	\$11.00	\$4.60

Oil orange has also been a toy of the war-time speculators of Palermo, Messina, London, and New York. The rapidity with which prices have risen and fallen was induced chiefly by the unbridled speculation in Sicilian markets. From \$3.00 to \$3.50 in 1917-1918, prices shot up to \$10.00 a pound for sweet Italian oil within a couple of months on restricted shipments to this country from abroad, a period of extra heavy buying here, and consequent reduction in spot supplies. The bubble burst in 1920, however, and the price fell quickly from the ten dollar level to a point under \$3.00 without a stop. At the current figure, \$3.00, the market appears fairly steady. No overproduction is noted, as is the case with lemon, and conditions have been stabilized. As for West Indian orange oil, the heavy stocks at Kingston combined with the bad financial conditions of the West Indies, hold prices in a weak position at \$1.90 @ \$2.00 a pound here.

#### Other Flavoring Oils

Essential oils besides lemon and orange, for the flavoring extract, syrup, and confectionery trades, had also a varied existence during the past few years. American peppermint oil sold up to \$9.00 and \$10.00 a pound for the rectified product at the time of the 1919 high price era. The normal pre-war figure for peppermint was \$1.25 to \$1.75 in large quantities, which compares with \$1.75 to \$2.00 a pound at the present time. With a 100,000 pound carry-over from 1920, and a 300,000 pound crop in 1921, reported from Michigan, the present slow demand holds peppermint in a position from which it may not recover for some time. In fact, pre-war prices by next year would not surprise the trade. Oil anise is selling at 60c a pound in New York ranging to 70c as to brand. These figures compare with a pre-war price of about \$1.50. Up until recently, oil cassia was in the same boat, selling for about 75c a pound as compared with 1914 levels of \$1.75. During the past eight weeks, however, it has risen to \$1.60 owing to restrictions of imports of oil containing lead. The last six months has seen oil wintergreen prices slide off rapidly. Genuine gaultheria oil can now be bought for \$4.50 a pound, as against \$10.00 a year ago. Sweet birch is away down from \$6.50 @ \$7.00 a pound to \$2.25. The artificial oil, a good quality of which is practically impossible to tell from the genuine either by chemical or other tests, has recently sold as low as 28c a pound in fifty pound cans. This has been due to the weakness of salicylic acid, wintergreen being methyl salicylate—but a recent advance by manufacturers has brought artificial wintergreen back up to 40c a pound.

#### The Rising Price of Vanilla Beans

During last summer, best quality Mexican vanilla

beans sold as low as \$3.00 a pound in New York. With the reduction of stocks in New York, however, and the confirmed news that the Mexican crop this year was a failure, prices rose quickly to \$4.00 and then to \$5.00 a pound. For choice beans, \$6.00 to \$7.00 is now being charged. Prices look to higher levels from this point. Mexican supplies have all been shipped. New York stocks are very low. Only the fact that demand continues limited at present keeps the price from soaring upward from the \$6.00 level. Any pick-up in demand will mean higher prices. Not only were the Mexican supplies much smaller this year, but Bourbon, South American, and Tahiti beans are not as plentiful as last year, and consequently, higher. Bourbons have been a repetition of the Mexican in the matter of short 1921 crop. Prices have naturally moved up, \$1.50 a pound ruling last summer. The rise has carried spot values in New York to \$2.50 a pound at present. The low point some months ago in Tahiti beans was close to \$1.00 a pound, but the upward movement carried this figure to \$1.85 @ \$2.00 in New York. None of these prices, however, represent the high points of vanilla bean prices during the past few years. The top figures of 1919 saw Mexican prime beans sell up to \$8.00 and \$10.00 a pound for prime quality. Bourbons sold at \$3.00 and \$4.00 in 1919.

The cases of vanillin and coumarin prices were more a manufacturing problem than a question of import. Vanillin followed fluctuations in the oil of clove market quite closely, being manufactured from this product. A fair 1914 level for vanillin was about 40c an ounce in hundred ounce lots. During and following the war vanillin prices climbed up to \$1.10 an ounce. In 1920, the downward movement was steady, and by the early part of 1921, prices had reached 50c an ounce from manufacturers. The recent rise in clove oil figures, however, has caused the price to go up again, now standing at 60c an ounce. Coumarin is the subject of the keenest type of competition between American makers, price cutting having brought down quotations from a level of about \$7.00 @ \$8.00 a pound in 1920, to \$3.75 at present. Neither vanillin nor coumarin can be imported now under the terms of the Emergency Tariff Act.

#### The Smash in Cocoa and Sugar

Of all products which directly affect prices of syrups and confections, the shattering of cocoa and sugar prices was the most severe. A pre-war level for cocoa beans as to quality and type, was about 10c up to 12c. The wildest sort of speculation in New York drove prices up to 25c and 30c a pound for beans with demand active. With the coming of the reaction, prices went to pieces, dropping precipitantly to 8c and 6c a pound, at which point it is still possible to do business. Imports flooded into the American market during 1920, and with the demand dead, it is no wonder that accumulated imports forced prices to extreme low levels. Powdered cocoa suffered a rapid fall along with the beans. All kinds of cheap lots were thrown on the market at prices down to 3c and 4c a pound as bankrupt holdings poured out. The market stands close to 6c to 10c a pound as to quality and seller in large quantities.

The story of sugar is as old and as well known as the war itself. Probably more money was lost in speculative activity in this food product than any other. It led the general debacle in commodity prices by several months. From the peak of wealth and an orgy of spending, the crash in sugar prices dropped the whole nation of Cuba into the depths of

(Continued on page 87)

## Romance at the Fountain

*Soda Shops Which Feature "Soul Kisses" and Similar Fancy Drinks  
Are Becoming the Modern Trysting Places for Lovers  
— A Twentieth Century Courtship*

"WHEN love is young all the world is gay, tra, le, la, le, la," runs the old song. Surely no one is more aware of this truth than is the soda dispenser, to whom flock in this modern age, all the languishing lovers to indulge their appetites for sweets and to sit and stare steadfastly into the depths of each other's eyes, the windows of their souls, from which are caught glimpses of a Utopian future where all is beauty, sunshine and happiness. Undoubtedly the old writers on ideal states received their inspiration while in love.

The soda fountain often plays an important part in fanning the flame of love. Sipping a delicious soda or nibbling on a luscious sundae in a clean, bright and charming shop, with perhaps the strains of a popular love song floating upon the air—where could conditions conspire more favorably to evoke amorous emotions and make "John speak for himself?" Even dispensers themselves are not immune from this influence, who feel at times like Ulysses bound to the mast when passing the island where the sirens were singing their songs of enchantment.

Most men badger themselves that they are masters of their emotions and that they are not intoxicated—or even hypnotized—when they propose. But in reality, the opposite is the truth. The stronger sex is the pursued and the weaker sex, the pursuer. Man is but a puppet and when some woman gets a good hold upon the strings he dances at the woman's wish, all the time thinking that he jigs on his own volition. All that is necessary for this act is the proper setting of the stage.

The soda fountain furnishes perhaps the most modern scene to enact the old, old drama of love. Woman, being a creature ever alert to seize upon her opportunities of achieving her mission in life, the captivating of a man, is now using the soda fountain with success in her conquests. True, a great number of dispensers are conspiring with her by giving sodas and sundaes names which enable the heroine of the drama to lead up to the climax easily and gracefully. Many fountain operators are finding there is a great demand for drinks with names like, "Kiss Me Again," "Some Day," "Soul Kiss," "Lovers' Delight." What better could quicken a bashful lover than to have his coy companion say, "I would like a 'Soul Kiss,' wouldn't you, John?"

Much has been written upon the value of understanding human instincts and the shaping of merchandising plans to cooperate with these instincts. What more potent instinct is there than that which urges woman to acquire a husband, or on the other hand, the eagerness of man to be acquired? Thirst and hunger are much less intense than is the sex instinct. This is the reason why many fountain operators are making leaders of concoctions bearing suggestive names written in love language.



"Darling," said Jack, "I want to marry you today."

"There is a crack in everything God created," said Emerson. Likewise there is a flaw in this plan of featuring heart-throb drinks. Girls coming into the shop alone and having only the dispenser to ask for a "Soul Kiss," may try to inveigle him into their snares. But if due caution is used this should not prove a serious objection. Very likely a marriage serum would render immune the average dispenser. Then again, there are those hungering souls, the maiden ladies, who come in and ask for "Lovers' Delight." Yet there is no danger here, for they will pay a good price

for the drink and depart satisfied, letting their fancy lead them to think that perchance some "Prince Charming" has kissed them. Just notice how tenderly one will press her handkerchief to her lips to take away the moisture left by a "Kiss Me Again."

An interesting fountain romance is told by a soda store proprietor of New York, who features drinks appealing to lovers. The story is something like this:

Florine Baker was a stenographer who worked in one of the big office buildings in the metropolis. She lived in the Bronx and traveled back and forth to her work in the subways. One day, as the train stopped at one of the stations to let on a bunch of straphangers, a fine handsome fellow came into the car and stood right beside her. Being a coy maiden, as stenographers are wont to be, she did not glance at him after the first look. But how handsome he was and the thought flitted across her mind how nice it would be to have a friend like him. Yet she could not glance at him. That would be improper.

But woman is ever resourceful and Florine soon found she could watch the handsome fellow by looking into the glass in the door of the car. In the New York subway cars the glass, as perhaps you know, has a thick layer of gray dust on the outside, which transforms the glass into a mirror. And Jack Hermitage, for that was the handsome fellow's name, also glanced into the glass and beheld the girl. Their eyes met and dropped, for they were decorous individuals.

By some strange working of fate they were both seized with thirst after leaving the train. Florine entered a soda store just in front of Jack, hesitated, looked at the specials posted on the back-bar mirror and flashing her eyes for an instant in Jack's direction via the mirror, ordered an "I like You." Hermitage apparently knew what he wanted for he said in a sonorous tone, "I would like an 'I Like You' too. From this the ice was broken and the two gradually drifted into conversation.

Every day after this, the soda dispenser relates, the couple used to come into the store. In time Florine ordered a "Kiss Me Again," and later a "Soul Kiss."



Then one day several months later the pair came in and Florine, in a roguish manner, asked Jack, "Do you want a-a-a 'Marry Me Sundae'?" Although the dispenser was at the far end of the counter, he heard the passionate words of Jack, "Yes, darling, I want to marry you today." And they were later married, and lived happily ever after, "tra la, le, la, le, la."

While perhaps few romances like this are woven around the soda fountain, undoubtedly many dispensers who feature heart-throb drinks can recall instances where the fountain has played an important part in the drama of love.

Sodas and drinks with names written in the words of love find great popularity in some sections, and if a soda shop owner has not yet tried to capitalize on them, it would certainly be worth-while for him to feature one or two for a few weeks.

## FACTS ABOUT COFFEE AND TEA TASTERS

**Most Tasters Must Stop and Rest Frequently—One Reports That He Tested Eighteen Hundred Cups During a Single Day—Work Declared Not Harmful to Health.**

Can a taster taste all day long? How soon does his sense become blunted? What happens when he has a cold in the head? Can he smoke? Are there artificial means of restoring and stimulating the sense of taste? These were among the questions the tasters were asked. The answers varied with the individual, writes Viola I. Paradise in Scribners Magazine. Evidently coffee requires a somewhat more intense effort than tea. Although tea tasters could work fairly steadily all day, few coffee tasters could work more than two or three hours without stopping to rest. One taster said his sense of taste became paralyzed at the end of forty-five minutes. Then he had to stop, do something else, and smoke a cigar, which he found restored his ability to taste. On one occasion he tasted from fifteen to eighteen hundred cups in a single day—a very unusual occurrence. As a rule two or three hundred cups is a good day's work. One taster said he found a "nip of gin" restorative to his sense of taste. Others said that since they had begun to smoke their power of discriminating had suffered somewhat, though not enough to induce them to stop smoking. A tea broker told of a customer—an old man who had learned tasting in the days when tobacco was considered fatal to the art—who could do no tasting if any one in or near the room was smoking. Some of the younger men thought him crochety, and on one occasion one of them went out into the street, and, standing near the open window of the tasting room, smoked. Even this bothered the old man so much that he bought no teas that day. There are, however, some tea tasters who can perceive even subtle differences with a lighted cigar in their hands, puffing, every now and then, between tastes. A number of tasters said they could not taste in a drafty room, though an open window, without a draft, helped rather than interfered with tasting. Practically all the tasters said the keenness of their taste depended largely upon their state of health, but all denied that anything unhealthy or harmful was inherent in their work.

## COLOR OF PURE VANILLIN

The following statement regarding the color of vanillin crystals has been issued by the Monsanto Chemical Works, St. Louis:

"Pure vanillin is naturally white in color and therefore any off-color (yellow) vanillin is impure. When the impurities of yellow vanillin are removed by refining, the color of the product is white.

"While the impurities which give to vanillin this yellow color may, in certain cases, represent a deficiency in vanillin content of only 0.01 per cent and in such cases do not substantially affect the virtue of the product, nevertheless this difference is represented by an impurity."

## MAY LICENSE SOFT DRINK STORES TO COMBAT BOOTLEGGING

The problem of combating bootlegging in Alameda County, California, of which Oakland is the county seat, has become so serious that new license plans for the operation of soft drink establishments are being considered. Superior Judge Dudley Kinsell has outlined a new plan and has presented it to the district attorney for a legal opinion. According to the provisions of this measure soft drink establishments would be compelled to file a bond not to violate the prohibition law before obtaining a license and would also be called upon to waive the necessity of enforcement officers having a search warrant before looking at their stock. In speaking of his plan Judge Kinsell said:

"If soft drink establishments are what they purport to be their proprietors should have no reason to fear the search without a warrant. They should also not fear that their bond would be forfeited as long as they keep to the law. I believe that soft drink establishments would not fight such an ordinance if it was their purpose to be honest."

## WEST VIRGINIANS EAT MUCH ICE CREAM

"Ice cream consumption in West Virginia has tripled in the past ten years," says C. F. Jamieson, of the Johns Ice Cream Co., Huntington, W. Va. "I find," continues Mr. Jamieson, "that the ice cream consumption in our territory is about as large as that of bread. Children prefer ice cream, the real wholesome kind, to other kinds of food. It is human nature for them to continue to eat it when they grow older. From early infancy people learn that ice cream is really indispensable."

## "OLD CROW" CANDY NOT INTOXICATING

The government has dismissed the complaint against Leo Kauffman, candy manufacturer of San Francisco, Cal., on a charge of violating the national prohibition law in the manufacture of "Old Crow" chocolates. It was charged that these chocolates, made in the shape of a bottle, contained Jamaica rum, but on the showing that one would have to consume two hundred and fifty of these to obtain the equivalent of an ordinary drink of liquor Judge Maurice T. Dooling dismissed the case.



New York "World"  
"GIVE ME A LOVER'S DELIGHT"



## Fishing for Fountain Customers

*Eastern Operator Uses Mailing List to Bring Customers to Establishment  
—Coupon Strips and Prize Guessing Contests and Other  
Novel Devices Used to Promote Business*

A CANVASS of the soda water shops in a certain city revealed that one man with no better location than many of his competitors was easily doing as much business as any other three establishments.

It seemed logical to believe that there was a reason for this and that his splendid following from all parts of the city and his continued patronage during every season of the year, was due to the application of some business principles which brought about these results.

In an interview on the subject he was good enough to give a glimpse of these principles, although he modestly insisted that his name be omitted.

To begin with he is firmly of the opinion that it is not enough in the present stage and condition of business to be content with proper management, a superior grade of supplies, reasonably good service and ordinary advertising. He declares that he has seen many a business with these four cornerstones remain in the small store class to the end of the chapter. For this reason he has thought it necessary to go farther than this himself and results go to show that his ideas have been and are sound.

He emphasizes the importance of having the soda fountain equipment modern, efficient and well handled, and the necessity of good goods, seasonable menus and courteous, interested, prompt service. He recognizes the advantage of a good location also, but in addition to these he insists that the soda water proprietor today must go a step farther and keep himself in the public eye by special means, otherwise he will be just one of the crowd waiting to get business and taking what comes his way with more or less satisfaction.

### Keeps Book of Selling Plans

The business man keeps a book labeled IDEAS and in it he lists all selling stunts which he can cull from his reading or from observation or can think up himself. Rarely is he able to use any of these ideas exactly as they come to him at first. In fact, it is often a long time before the precise method which will be best for him to employ is thought out. Sometimes he combines two or three methods and occasionally originates a new one altogether.

In order to have no gaps in his selling plans, he maps out his special publicity campaign at least one month in advance. At the beginning of the year he knows just how much he can afford to spend for advertising for he makes a definite apportionment or levy upon his soda water receipts of the rather high sum of nearly 3 per cent. He says that in many localities this would not be warranted, but personally he has found it good business and the increased volume gained through his publicity methods have more than warranted his outlay.

This budget is set aside and divided into four equal parts, that he may use one quarter of the sum of money he has to spend each three months. By taking a twelve weeks' sweep like this he can work out some plan quite thoroughly, and meanwhile he is preparing for the next lap.

He smiled as he spoke of the "Three C's,"—Cards,

Contests and Coupons, for he said that they would serve to illustrate what he meant by keeping some special business promotion method on the tapis all the time. He has a mailing list which is in charge of one of his employees and it is the duty of this employee to see that this mailing list is kept revised and up-to-date. The boss talks methods and how to do it once in a while with this assistant, but the actual work and responsibility is placed upon the shoulders of this helper.

Every week, a batch of two or three hundred cards is sent out to selected names on this list. The names are selected with care and not taken in alphabetical chunks. This gentleman explained that it is small use to send cards advertising hot soda to people who have gone South or West for the winter; or advertising ice cream in the summer to families who are away to the mountains or seashore.

A system has been worked out, however, by which the mail order lists show at a glance who has received cards and when. For example, after the name of Mrs. Jones may appear the letters Ja. (January) 1, Apr. (April) 2, Ju. (June) 3, Nov. (November) 4.

Now this record has a two-fold value. It makes certain that Mrs. Jones has been reminded of the soda fountain service of this store four times when the approach would amount to much, and it also serves to show that no cards sent her were duplicates for the cards advertising the soda fountain constitute a series consisting of eight different designs and ideas. These are numbered from 1 to 8 consecutively, and Mrs. Jones has had the first four of them.

These cards are inexpensive yet on reasonably good stock. Some of them are done in black and white and some in colors. All have to have a one cent stamp affixed. Addressing them and stamping them is the only effort needed and when one person calls off the names from the mail order list and enters the necessary data there, and the other does the addressing, the whole task can be done quickly during a dull period or two.

These cards have brought business because people often speak of them, and particularly of the bright epigram or choice quotation which each carries. These cards reach out and speak directly to many an individual who would never think of that soda fountain otherwise, and when they see the store front and the flashing electric sign in the evening, a friendly feeling already exists which often prompts the individual to become a patron at that fountain.

### Stimulates Business by Use of Coupons

Coupons are another way of winning trade much appreciated by this gentleman. He finds that a special offering of coupon strips once or twice each season will tie up a lot of people to his store. Sometimes there is a flat discount or a percentage of free service or possibly a premium in the form of a box of candy or some little gift when the last coupon is presented.

The coupons are numbered and lettered. Each night all coupons taken in are made into packages, and in this way there is no danger of the premium being given

out before the last coupon is used. Many people who are regular patrons of the fountain appreciate having these strips so that they do not have to wait for change or their turn at the cashier's cage.

Contests are another favorite way of winning business—contests to determine names for new leaders, guessing contests of various kinds, essay contests among the school children, special contests for organizations which he wishes to interest, etc.

This business man states that most of his special selling plans are variations of cards, contests or coupons. He uses cards with good results at certain times in the street cars. A Boy Scout Contest with a suitable reward brought him a lot of business practically establishing his store as headquarters for soda water for these lads.

And a special Courtesy Coupon proved a winner in which the use of this letter encouraged people to come to the fountain and to bring their friends. If the strips were used up within a certain time limit an attractive premium was offered.

By these and various other means of advertising this fountain has earned an enviable position. It has no dull seasons and few dull days, and business goes along in an even and profitable stream.

### CALIFORNIA FRUIT PRODUCTION DOUBLES

**Prof. W. V. Cruess, of University of California, Urges Greater Use of True Flavors to Replace Synthetic Essences and Thus Aid Marketing of Increased Fruit Crops**

That California fruit farmers are facing serious problems in the marketing of their products is the opinion of Prof. W. V. Cruess, of the University of California, who is working on the proposition of developing new products. At his suggestion a meeting of canners and preservers was held at the university in November at which the matter of caring for the greatly increased output of California fruits was gone into in detail. Prof. Cruess pointed out the fact that within the past two years more than 275,000 acres of fruit trees had been planted in California and that the output of fruit would soon be double the present figure, with no indication that consumption would be doubled within the same length of time.

"Much of the work of the Food Products Laboratory of the university," he said, "has been along the line of investigations looking to the replacement of imitation fruit drinks with true fruit products. In some lines this promises to be a very simple proposition, while with others there are difficulties which must be overcome. Immense quantities of so-called orange drinks are sold, but few of them are real products of the orange. We have had much better success in our experimental work in handling the juice of berries and deciduous fruits, than we have in handling the juice of citrus fruits."

Samples of grape and berry syrups were passed around for inspection and later carbonated drinks were served, some of these being of an especially fine quality. Some of the true fruit products, he said, cost very little more than some of the imitation fruit drinks now being served at soda fountains and other places.

The speaker devoted considerable attention to the possibilities that lie in the canning of fruit juices for the use of soda fountains and bottling plants. He also talked on the use of fruit juices in powdered form in the manufacture of candy, ice cream and soda water and distributed samples of candies made by the Remar Sweets Company, of Emeryville, Cal., in which pure fruit was used.

E. W. Moorehead, of Fresno, one of the officials of the recently organized Fig Growers' Association, told of the tremendous increase in the acreage of figs and said that it would be but a short time until the output was trebled. He stated that the association was maintaining an experimental laboratory and that new uses were being found for dried and preserved figs, including the manufacture of candy and use at soda fountains.

### RADIUM DRINKS MAY BE NEXT ADDITION TO FOUNTAINS

Radium drinks will probably make their appearance at soda fountains before long, for Dr. E. Stillman Bailey told therapeutists in convention in Chicago, Ill., that radium splashed internally is a veritable sip from the Fountain of Youth. The physician failed to say whether or not his favorite drink had any kind of a kick to it.

Beverages treated with radium rays, said Dr. Bailey, will prolong life and make old age a delight. He cited the case of a tomato vine he had experimented with. Treated with radium ore this vine grew to a height of ten feet and four inches.

Human beings under treatment with radium would achieve similar happy results, said the physician. Not, indeed, that they would grow to the height of ten feet and four inches but that they would be in an excellent state of health.

"Radium rays caught up in sugar of milk and made up into tablets taken internally seem to work wonders," said Dr. Bailey. "I have dispensed thousands of radium tablets in Chicago and their results, especially among old people, are nothing short of marvellous. A veritable fairyland of science stands revealed."

### PLAN ADOPTED TO STRAIGHTEN OUT CONTINENTAL CANDY AFFAIR

The creditors' committee of the Continental Candy Corporation has formulated a plan for partial reorganization and liquidation.

No provision is made for the stock, which presumably becomes worthless. Creditors, whose aggregate claims are in the neighborhood of \$4,500,000, will receive under the plan about \$500,000 of second preferred stock and 20,000 shares of common stock of a new corporation which is to be formed to operate the Chicago plants.

The Finance & Trading Corporation will provide \$130,000 of new money in exchange for \$130,000 of first preferred stock and 5,200 shares of common, and will manage the new corporation.

The active head of the new corporation will be T. H. Blodgett, president of the Sweets Company of America.

### WHY NOT SERVE GRAPE FRUIT

Editor, THE SODA FOUNTAIN:

Don't you think it a good idea to serve grape fruit at the fountain. It appears to me that a good morning business can be built up by featuring this popular fruit for breakfast, served plain or in combination with other things. There is good money in grape fruit when bought by the case.

Respectfully yours,  
H. L. PUTMAN.

Wichita, Kan.,

December 6, 1921.

While many fountain operators are serving grape fruit, the suggestion that it can be featured to advantage is timely. During the winter months grape fruit is especially popular. In accordance with the above suggestion we are running in the Luncheonette Department of this issue a short article, "Grape Fruit as a Trade-Getter."

# Drug Store Fountain Often Neglected

*Druggist With Small Establishment Often Fails to Get Business Through Not Having Manager Who Can Devote All His Attention to Boosting Soda and Luncheonette Patronage*

SOME time ago there developed a discussion relative to the proper management of an up-to-date soda fountain, and there was one man present who had operated a number of them in years past. He was in charge of one in a drug store and he made some observations with regard to the management of a soda fountain in conjunction with the apothecary business that should prove of interest to others.

In the first place, it was remarked that many a pharmacist is hampered for lack of time, and this is particularly true of the man doing a small volume of business. He will have a small establishment catering to a limited clientele and he may decide to run a soda fountain in addition to the usual drug business. This is all well and good. It was reflected, however, that the average druggist, in such a position, is unable to accord the sufficient time necessary to the proper management of the soda fountain.

The speaker said that sometimes such a druggist will try as best he can to get along without an assistant, because he thinks the limited amount of patronage he receives daily does not justify him in appointing a soda fountain clerk. Right at this point is where such a druggist sometimes misses an opportunity to make a success of the soda fountain.

"A man in such cases cannot even do justice to the trade demanding druggist's sundries," he declared. "His prescriptions take up all of his time; naturally, he cannot suggest sales as well as would be possible had he an assistant who thoroughly knew his business. Moreover, this is quite apart from the management of the soda fountain itself, which should require the attention of a capable man to insure its success."

## Druggist Too Busy to Watch Fountain

Now, there are indeed many reasons why the druggist who endeavors to make the soda fountain pay without the adequate services of a trustworthy assistant cannot obtain best results if his soda fountain is in any way neglected, which truly is often the case. It is certain that if a soda fountain be installed it is better to have it managed in a proper manner than simply to maintain it as a side line, getting out whatever business therefrom as was possible with the limited attention.

We can take as an example a certain druggist who was handicapped in this connection by reason of trying to manage the business all by himself. The druggist in question attended to all of the work himself, even to the task of cleaning out the various receptacles and maintaining the fountain in a immaculate condition, when that was possible. But, of course, too often he lacked the required time. The glasses were not cleaned and scoured often enough; they were being cleaned as much as the time of the druggist permitted. And this did not suffice, particularly since the people who patronized his establishment were of an unusually discriminating class.

Had this druggist had a good assistant this should not have been the case. People as a rule, it must be borne in mind, are often very particular, and they quite often notice little things that escape the observation of the too-busy druggist. And it is well to remember that when a discriminating customer enters your place to try one of your drinks it will not react to your favor if he or she

perceives objectionable features in conjunction with the services given.

People naturally prefer to attend the soda fountain that renders clean service, and they are quick to resent any unsightliness that they may notice. For that reason alone the druggist cannot afford to neglect the soda fountain in any way.

The druggist who is over-busy obviously does not take notice of many things that come within the range of the man who is constantly on the alert for bettering the soda fountain. His time, largely, is taken up with the immediate business in hand. He may not see or think that the lighting fixtures about the soda fountain he has installed are sufficiently illuminating. This feature may quite possibly be neglected entirely. The soda fountain should not by any means appear gloomy, and with the proper lighting fixtures the druggist can contribute immeasurably towards its attractiveness. The soda fountain should convey a sense of comfort, and when it does not lack at this point it will serve to appeal to many patrons who ordinarily would not think of stepping into the druggist's for a drink.

When the soda fountain run in conjunction with the usual drug business is without the services of a capable soda clerk many things are overlooked that should enhance its attractiveness. Whereas the busy druggist would not conceive of new ideas whereby to attract more people to the fountain, here is the opportunity for the soda clerk who would devote his entire time to the management of the fountain. He is in a better position to study his customers, find out their likes and dislikes and serve them accordingly.

## Business a Matter of Attention to Details

The soda fountain should always present a cheerful atmosphere, and right here is where some fall down. Usually it never occurs to the mind of the over-busy druggist. He realizes he is incurring a certain expense in maintaining the fountain, and that the profits he is securing are not proportionate to that outlay. Let him think over the matter and decide whether it might not pay him more to appoint an experienced clerk who could give all of his time and thought to its management. Aside from relieving the druggist of a responsibility it will also leave the latter to pay more attention to the drug end of the business. It will bring about a two-fold result.

Many druggists who have hesitated relative to this problem finally found out after they took action that it proved profitable for them to install a man behind the soda fountain. Usually it was a procedure that served to attract more business. As one druggist philosophized: "When I ran my store all alone I never turned in a big volume of trade. Now that I've a man in back of the soda fountain it is an entirely different thing. Many people thought I was enlarging my business. They felt sure I was very progressive, otherwise I should not have employed a man at the soda fountain, and it was this thought that helped to bring more trade to my store."

People who notice that the druggist is making headway are almost sure to patronize that druggist more in the future. Conversely, the druggist who seems to stay in the same old rut does not excite more business, consequently failing to procure his share of possible profits.

## INTERESTING FACTS ABOUT VITAMINES

Three Classes of These Essential Constituents of Diet—Little Known About Them—Are Found in Milk, Eggs, Fruits, Meat, Fish and Vegetables.

During the past few years the magazines and newspapers have published articles on these hitherto unclassified essential constituents of the diet. Indeed their manufacture on a fairly large scale requires that we have an intelligent notion concerning them. The scientific literature is widely scattered and the subject is in a somewhat chaotic condition.

There are four requisites of a normal diet.

1. It must represent an adequate quantity of available potential energy, not less than 2,000 calories for the average human adult.

2. It must contain protein (nitrogenous) food sufficient to compensate for the unavoidable daily loss of similar material from the body.

3. It must contain a proper supply of inorganic or mineral elements in sufficiently varied assortment. The tissues cannot be developed or maintained without chlorides, phosphates, and other saline contributions.

4. It must be palatable and digestible, making due allowance for idiosyncrasy.

With the accumulation of physiological data during the past few years it has become increasingly apparent that there may be criteria for the adequacy of a diet not included in the list just given. There are now known to be organic compounds other than proteins, small quantities of which are absolutely essential to normal growth and even to continued health in the adult condition.

The name of Vitamines has been proposed for all such substances. The word is well chosen in view of its root-meaning; an amine is a nitrogenous compound of a certain type and a vitamine is obviously such a compound with the added distinction of being necessary to life.

### Three Classes of Vitamines

There are three classes of vitamins which have been identified and these are usually designated by the letters "A," "B," and "C."

"A" vitamine, commonly called McCollum's fat-soluble A, because it is readily soluble in oils, ether and hot alcohol, and but slightly soluble in water. This vitamine is distinguished by the fact that animals fed on a diet in which this element is absent get sore eyes (Xerophthalmia) and are unable to grow. Sometimes it is convenient to refer to this as the anti-sore eye substance or Anti-Xerophthalmia vitamine.

It is very resistant to ordinary cooking operations, but is slowly destroyed by prolonged exposure to daylight. It has not been identified with any of the chemically known constituents of plants or animals. It is either completely free from phosphorus and nitrogen, or alternatively, it is active in incredibly minute amounts.

As found in the higher plants, it is insoluble in ether, oil, or hot alcohol. The relations between the plant and animal anti-sore-eyes substances have not yet been ascertained. Proved to be indispensable for mice and rats, and especially for the growth of the young, there are strong reasons also for suspecting it to be indispensable for man.

"B" Vitamine, commonly called "water-soluble B" because it is readily soluble in water or 90 per cent alcohol. It is insoluble in absolute alcohol, ether, benzene, acetone or oils. It is free from phosphorus and is adsorbed by fuller's earth or animal charcoal.

This vitamine survives a good deal of cooking at 100° C., but is slowly destroyed at 120°. It is resistant to 5 per cent sulphuric acid. Funk has proposed for it

## SODA AND CANDY COST MORE THAN UNITED STATES ARMY

Soda and confections consumed in the United States during 1921 cost over \$834,000,000, according to statistics prepared from federal tax returns in connection with the conference on limitation of armament. Statisticians for the Government have labored hard to bring out the relative figures as to military expenditures and the amount spent by the people of the country for amusements and minor luxuries so sharply that their significance would be seen at a glance.

One set of tables shows that against \$418,000,000 spent for the army in 1921, the country consumed \$834,000,000 in soda and ice cream, \$260,000,000 in candy and chewing gum and \$959,000,000 for perfumery, jewelry, silk stockings and other articles of personal adornment.

The smokers poured out \$1,151,000,000 for tobacco in all forms. Baseball fans, theatergoers, cabaret frequenters and those attending concerts paid \$897,000,000.

the name "anti-beri-beri vitamine" and this term vitamine, although open to many objections, has been widely adopted for substances of this type.

"C" Vitamine, or a third substance, the lack of which is mainly responsible for the disease known as scurvy. This anti-scorbutic substance is remarkable in that although surviving ordinary cooking operations, it usually fails to survive slow drying or long preservation of the food in which it is contained. It is present in all fresh vegetables, fruit or meat. It is rarely or never present in dried vegetables. It is absent or inadequate in amount in dried seeds, but is present in seeds, e.g., barley, peas, which have just been allowed to germinate.

Vitamine "A" is abundant in the yolk of eggs, cow's milk, whole meal wheat flour, dried peas, soya bean, millet and linseed, cabbage and yeast.

Vitamine "B" predominates in yolk of eggs, butter, milk, cabbage, cod-liver oil, margarine, dried soya bean, millet and linseed.

Vitamine "C" occurs in cabbage, potatoes, orange juice and fresh meat and fish.

## CONFECTIONERS WILL MEET IN CHICAGO

Since the announcement that the National Confectionery and Associated Industries Exposition will be held in Chicago, Ill., May 22-27, 1922, the National Confectioners' Association, the National Jobbing Confectioners' Association and the Associated Retailers of the United States have decided to hold their next annual conventions in Chicago during the same week. This will bring the entire confectionery trade together and it is expected that the attendance at the coming Confectionery Exposition will break all records.

A considerable part of the space available for exhibits has already been contracted for by manufacturers and dealers and it is expected that all the space will be taken, and that the show will be complete in every respect.

## COAL MINERS LIKE ICE CREAM

The consumption of ice cream in the West Virginia coal districts is just as great as in other districts of the state, according to C. A. Lutz, of the Loop Creek Bottling Co., MacDonald, W. Va. The territory in which Mr. Lutz sells his products is located in the coal fields in the southern part of the state.

"I have found," says Mr. Lutz, "that the sale of ice cream in the company stores of the coal fields is just as large as in the soda parlors in the cities."

# Christmas Window Display Suggestions

*Fountain Operators Must Lay Out Attractive Windows During Holiday Season or Gorgeous Trims of Other Stores Will Capture Shoppers' Attention—Six Good Ideas*

WINDOW displays have an important bearing upon the merchandising efforts of soda shops. But because of the fact that the goods sold in soda shops do not lend themselves readily to window display, fountain operators are often hard against the problem of how and with what to dress the window. Department stores have thousands of articles which can be shown but the soda shop has a limited line and never any bargain sales to attract attention. Hence recourse must be taken to decorative displays to a greater extent than in other lines of trade.

Before attempting to trim a window, there are three cardinal principles essential to successful displays which must be taken into account; color scheme, balance and harmony. Clashing colors spoil an otherwise good trim. Use judgment in selecting objects and background which present a pleasing contrast. Balance in window trimming means providing a good background and arranging the objects in a uniform, clean-cut manner. Lop-sided, top-heavy or ill-proportioned displays never receive more than a casual glance. By harmony in window display is meant the selecting an idea which will stimulate buying and have the entire display centering upon this idea. For example, if a display is featuring candy, a placard set in the window telling that telephone booths are within the store would be a monkey-wrench in the merchandising machinery. Window displays must carry a buying message and anything which attracts the attention from this message should be eliminated from the display.

During the shopping season before Christmas, fountain operators should give particular attention to getting up attractive windows, for all the other stores have baited their windows with their choicest morsels and shoppers will pass up the less attractive windows. Candy and ice cream for the Christmas feast are perhaps all that most soda shops have to offer shoppers to take home, although some sell pastry. Window displays to stimulate orders for these things are particularly appropriate at Christmas time. On the other hand, trims which are highly decorative and illustrating an idea associated with the season, are also appropriate. Trims beautiful in arrangement and thought attract the passerby.

## Brick Ice Cream Display

Last year a certain fountain operator set up a window trim which helped him sell an unusually large number of special holiday bricks of ice cream. The floor of the window was covered with a white cloth and mica flakes and lumps of alum of various sizes scattered over it, with pieces of mirror imbedded in the snow here and there to represent ice surfaces. In the center he placed an ordinary box covered with colored tissue paper to represent an ice cream brick with its different colored sections. Several brownies were arranged on this ice cream brick, some with shovels, others with picks. Evergreen boughs formed the background of the display. A card bore the following legend—The Brownies Are Enjoying Our Special Holiday Brick of Ice Cream. We Will Deliver Your Order Any Time on Christmas.

## A Polar Display

The foregoing display may be modified to make a polar display in the following manner. Make the ice and snow on the floor as above. Then on the hummocks lay pieces

of moss and place toy reindeer to browse on the moss. Attach a sledge to the reindeer and in the sledge place whatever article is to be featured. For the background hang up a light blue cloth on which the flaming arch of the aurora borealis is painted in water colors. A small placard in the foreground can be used to tell about the item being featured for Christmas.

## An Open Fireplace

Another Christmas window display which goes well is that of an open fireplace. From a few boards, some stiff paper and water-mixed paint, the brick fireplace with mantel can be made and placed in the back of the window. On the grate put some blackened logs with ends tipped with red paint and run an electric lead with a few red lights in back of the logs so as to give the fire a more natural appearance. Along the mantel hang stockings of various sizes and colors and stuffed with paper. In the tops of the stockings place Christmas candy. Place a few sprigs of evergreen about so that balance is maintained in the window and sprinkle mica snow about. It hardly is necessary to caution soda men against the use of naphthalene as snow, for this substance has a bad odor which will contaminate the candy used in the trim.

## Rock Candy Cave

A window display which can be made to have a very striking appearance if well arranged, is made from rock candy. The trim is constructed so as to represent a cave with hidden colored lights within at the rear. Rock candy in strips is hung from the top and sides of the cave. When the window is lighted in the evening a very beautiful result is obtained. An electric fan playing on the strings of candy so as to cause them to vibrate slightly will add much to the attractive powers of the display. The floor of the window should be covered with rock candy and a placard telling of a special price on this candy, should be placed in the foreground.

## A Winter Landscape

A display which is both neat and gives the opportunity to show candy to advantage at the same time is made in the following manner. A strip of winter landscape is constructed diagonally across the floor of the window, having a width of about one-third its length. This landscape is made from artificial snow and ice, with toy animals, houses, sledges and people scattered about. In the two triangles resulting from the division of the window by the snow-bound strip, candy or fountain dishes can be displayed. Ice cream for display can be made from plaster of Paris.

## Simple but Attractive Display

Someone has said that in a true work of art no detail is superfluous. This principle applies to window displays as well as other things. Too much detail kills a window trim. For a display which is simple yet very attractive, try this. Place upon the floor of the window rich velvet or silk, preferably of a deep red color. Drape into folds so as to get an artistic result. In the center a silver or mirror tray upon which is placed a box of candy, a special fountain drink or luncheonette dish. The background should be draped to match the foreground. A small card in the corner of the window should be used to feature the article exhibited.

# Students Prove Good Customers

*Fountain at Amsterdam Avenue and 114th Street Has Developed Excellent Business Among Special Class of Patrons Composed of Men and Women Students at Columbia University*

**S**ERVING soda to college students and hospital attaches is the specialty of the fountain in the drug store of Charles Friedgen. At Amsterdam Avenue and 114th Street, New York, the store is in the heart of the Morningside Heights section. Only a block away are the buildings of Columbia University while on the other side of 114th Street is St. Luke's Hospital.

Naturally, these institutions mean much to all the business places in the neighborhood and while the Friedgen fountain draws its share of patronage from the many apartment houses the major portion of its business comes from the University and the Hospital. College students, particularly the co-eds, are notoriously fond of sweets, and nurses, doctors and internes are good customers for any soda fountain. Consequently this location places a fountain in the very center of a large special demand and it is this demand that Mr. Friedgen has set out to supply.

Quality counts for a lot with these classes of customers and those from the hospital are, not unnaturally cranks on sanitation. But, however exacting the demands along these lines, they are being more than met by Mr. Friedgen. His new fountain not only is a beauty, but it is one which impresses even the casual observer with its perfectly sanitary condition. It was installed for him not long ago by the Knight Soda Fountain Company, of Chicago, and has greatly improved his facilities for serving his patrons. The work of installation was all done over night, between the closing of the store at eleven and its opening at eight in the morning. Early morning patrons rubbed their eyes in surprise at the transformation which had taken place apparently by magic.

## Students Get Appetites at Dry Lectures

Mr. Friedgen has made no attempt to introduce an extensive luncheonette service, limiting himself to the serving of sandwiches, cakes, etc., and leaving the problem of satisfying the noon-day appetites of the Columbia students to the many lunch rooms which dot the locality. The average young college student acquires an appetite during his morning lectures which would tax the facilities of any luncheonette. As for the hospital employees, their lunch is furnished by the institution and they have neither the time nor the inclination to run out for a light fountain repast. The situation is quite different from that faced by the down-town fountains, which can expect a big noon demand for just the sort of lunch which the fountain is best fitted to furnish. Their patronage comes mainly from hurried office workers, stenographers, clerks, bookkeepers and the like, who have found that the soda fountain meal is better suited to their tastes than those served by the restaurants. This class of patronage is almost entirely lacking in the Morningside Heights section.

But the demand for sodas and sundaes leaves nothing to be desired. The evening business is naturally the best and while the before and after-theatre rushes of the 42nd Street district are lacking there is a steady stream of thirsty patrons from dinner until closing time.

The fountain is by no means the main feature of the Friedgen pharmacy, which is an unusually complete

and well equipped drug store. But, like many other drug store proprietors, Mr. Friedgen has found that a soda fountain may easily be made the best paying department of the store if it is given half a chance. He has given his much more than half a chance and as a result Friedgen sodas and sundaes are by-words among the inmates of the Columbia class rooms.

## Quality and Sanitation

Quality and sanitation are the foundation stones on which the business is built and no lapses from either standard are permitted to occur. Courtesy, too, is an important item in the service and one which appeals to all, but to none more than the college girls and nurses who flock to the fountain for their daily sweets.

## Collegians Have a Sweet Tooth

That there is an extensive candy trade in connection with the drug store and fountain goes without saying. Students are not, however, as a rule good customers for the more expensive grades of box candy except on occasions when it is desirable to create a good impression on some young lady. Most of the time finances are too low to allow extensive indulgence along this line and extravagant tastes must often be suppressed.

Not that the boys buy all the candy. Some girls may have more given them than they can possibly consume without permanently wrecking their digestions but this is the lot of only a few and the rest have just as great a longing for candy. So they buy for themselves but when they do there is no money wasted on expensive boxes and fancy ribbons. Candy is what they want and they insist on good candy but they prefer to buy it in bulk and get more for their money. But it would be an unlucky day for the man who attempted to make his call accompanied by a bag of caramels rather than the traditional, be-ribboned box unless indeed he had reached that stage of intimacy when the lady in the case feels that she must help him to economize. The result is to make a good market for both kinds of candy.

Serving the students with soda and candy is a profitable occupation and Mr. Friedgen's location and equipment must place his establishment well up in the list of New York's interesting fountains.

## MASSACHUSETTS LOSES LEAD IN CRANBERRY PRODUCTION TO JERSEY

New Jersey this year will wrest honors from Massachusetts as the country's largest cranberry producing State, the Massachusetts State Department of Agriculture reported.

Armies of fruit worms have waged destructive war against Cope Cod's 1921 cranberries, adding their work to damage wrought by spring floods in the bogs. As a result the Bay State's cranberry crop this year will be nearly 77,000 barrels less than last, while New Jersey is estimated to have the biggest crop in its cranberry history.

New Jersey, Massachusetts and Wisconsin are expected, the report said, to supply the market with about 422,000 barrels, or approximately 9,000 barrels less than in 1920.

## Soda, Women and Costumes

*Attractive Costumes on Waitresses Add to the Charm of the Store and Give a Final Touch of Daintiness to the Service Which Makes the Shop "Stand Out"*



**C**OSTUME has played an important role in shaping the course of human events, and even today it bears an important relation to the social, religious and political forces in the world. The beholding of a person garbed in striking contrast with the prosaic clothes of ordinary folk, ever exerts powerful reactions of wonder, awe or pleasure. A parade always has a throng of little tots trudging along with it, stimulated to this action by some complex psychological reaction. Even the sedate grown-ups gather along the curb to watch a passing parade, although they have seen hundreds like it and even though they do not know who is parading. Costume is ever novel, fascinating and hypnotic.

For centuries kings held their jobs by dolling up in costumes of ermine and jewels. The romance and glamor of war would long since have vanished if soldiers had discarded their neat and snappy costumes and dressed as ordinary civilians. But coats of red or blue or gray create in the emotional minds of people, new beings, soldiers, around which are woven the potent traditions of war. Religion, too, has resorted to costume to cast its mystic spell. Our clergy, without their robes, would not seem half as near heaven as they now do in them. Our policemen could not hold a crowd in check without their uniforms.

The value of costume as an aid in business was early recognized, so we have tall doormen in special clothes adding to the service of department stores and other business establishments. Nurses wear white clothes which symbolize cleanliness and which are more pleasing to the eyes of sick persons. Ushers in theatres wear costumes to add attractiveness or atmosphere. Even the street cleaners of New York City bedeck themselves in raiment of snowy whiteness in their business to convey the idea of cleanliness.

Soda shops are now utilizing costumes in their merchandising schemes. In the days before women were extensively employed, the men soda dispensers wore as they do now, white coats, which if clean, create the impression of cleanliness and sanitary conditions. With the introduction of women as fountain attendants a greater opportunity is afforded for the use of distinctive and

attractive costumes. Everyone enjoys a soda, but when served by a pretty damsel in a fetching costume, enjoyment is tripled. The happy combination of woman, the theme of art and literature throughout the ages, costume, the inspirer of quickened emotions, and soda, the confection of the modern epicure, cannot fail to create a feeling of satisfaction and appreciation of service on the part of the customer. Even the "female of the species," Schopenhauer to the contrary, is attracted by members of her sex, otherwise why should our novels, magazine covers and motion pictures all treat of the same subject, woman, when it is the indulgence of the fair sex which makes these things financially possible?

During the past few years women have been edging their way into many trades heretofore uninhabited by the weaker sex. Undoubtedly there has been a recession of this movement, for we now see fewer conductorettes and woman elevator operators than in 1918. Yet at the soda fountain woman is said to be holding her own and it is entirely probable that in the future greater numbers of women will be employed.

As a class women work rapidly and easily. Watch one make a soda, how deftly and dexterously she performs all the operations. In addition, most women are pleasant and attentive to the desires of customers.

Dainty costumes on women employed in a soda shop aid greatly in making this store stand out from other stores. And it is the aim of every live fountain owner to get out of the crowd and into the public's eye, to create the idea that the service at his shop is more pleasing and satisfactory than is the service of his competitors. Success is made from trifles, but success is no trifle.

During the past decade merchandising methods have been revolutionized and the whole retail world revolves about the idea of service. Under modern economic conditions the quality and price of materials have become standardized. One fountain owner must pay as much for his supplies as another. The same quality of supplies can be purchased by all. Accordingly, the way to success for the soda fountain proprietor is to give a little better service than do others.

Service in the soda business consists in serving wholesome, palatable drinks and dishes under conditions which



are as pleasing and attractive as possible. It goes without saying that cleanliness, tidiness and sanitation are the pre-requisites of service.

Many soda shops are finding that the use of distinctive costumes enhances their opportunity for service. A white apron with points or curves and a neat cap worn by the women waitresses add charm to the store. One or two shops in New York City have carried this idea of costume as a part of service to the point of employing cute Chinese girls as waitresses, wearing the quaint "pajama" Chinese costume. The girls of another shop, which is decorated in black and gold, wear black aprons with gold borders. These are serviceable and at the same time charming. In the accompanying illustrations are shown three excellent cos-

tumes in use, one that of a Quaker girl, another with dainty apron and ruffled cap and the third with black dress, white apron and knitted cap.

The soda fountain which attempts to cater to high-class trade cannot afford to neglect the important matter of costume. This does not necessarily need to be elaborate, for often a simple, but well-designed cap and apron furnish artistic effects. Yet costume to be effective as a factor in soda fountain service must be always clean, neat and in harmony with the surroundings. While white is the most usual color used, costumes of other colors may be used to advantage. By the selection of a pleasing and striking costume for the women attendants, a step forward is made in fountain service.

## Value of Art in Window Displays

The object of window displays is to sell merchandise and the more artistic and attractive the display, the greater will be the returns.

There are a number of different classes of people on the street and you should try to appeal to as many of them as you can. Some are out for exercise and they are viewing the shop windows for diversion. Unless there is an appeal to one's innate taste for finer and better things, we can rest assured that they will pass on.

A great number are out shopping and they are looking for the goods they want at prices that are right. Nearly all shoppers are quick to see good points and improvements in articles if they are presented properly. Much depends upon the setting. If you have a good article worth pushing it is necessary to display it in such a way as to attract attention.

A great majority who are passing your windows are hurrying to and fro on business. Unless there is something striking in your store display they are not likely to stop with any interest. It must be remembered that nearly everyone has to buy necessities for the home, obtain wedding presents and birthday gifts and a lot of other things handled by soda shops. The passerby glances at a window for merely the fraction of a second. It is important therefore that you try to arrest and hold his attention.

### People Like a Tone of Finer Things

Most soda shops sell candy, and often novelties which are very acceptable gifts to all. Furthermore, people like to deal where there is a tone and an atmosphere of finer things. An article must have the label of a creditable house. A gift must bear the seal of an established firm. No one wants to apologize for the dealer of whom he makes his purchases. In a company the discussion is frequently about business firms that put on a good front, whose advertising shows good breeding and whose window displays are artistic and novel.

It is not sufficient to rely only on the arrangement of goods in making a window display, it is important to have an artistic background. This should be original in design and the clerks of the store are depended upon to execute it. Of course there are glass shelves, unit fixtures and special designs which are made by manufacturers. There are other things which you will need to use, as flowers, draperies, cretonnes, which can be used again and again to obtain effects and combinations.

### Color an Important Factor

Bright colors are important in the creation of window displays. Notice the window displays of some of the

high grade department stores and see where the crowds gather. Stay a while and study the psychology. Listen to what the people are saying and then figure out what you have got to do to catch the attention of the passing crowd at your store.

The point is to attract the attention of the passerby and bring him closer to the merchandise. If you succeed in arresting the attention of the man or woman on the street, you have half solved the problem of selling your merchandise. The rest depends upon the consistency in the display of articles and frequently the placards and prices accompanying them. If you have aroused his imagination and succeed in making him feel that he can afford the purchase, he will usually come in and make an investigation.

Now we have the crucial moment in determining the sale. The appearance and bearing of the clerk is the determining factor. If he is a good general and exhibits courtesy and willingness to serve, the sale is probably made. The feeling throughout the transaction should be, "Your money back if not satisfied—it is up to you."

### Co-ordinating Selling With Displays

The general attitude of the salesman should be in keeping with the tone of the window display. He should appeal to the finer instincts of the customer and upon submitting the article for his examination be willing to stand by intelligent investigation. You must be careful, if the window display has brought the man into the store and you are displaying a special article, not to offer him anything else at a higher price unless he asks for it or the subject comes up naturally in your conversation.

Finally, the customer should be made to feel that if he should find that he is mistaken about the purchase, you are willing to make it right. You want his trade not only today, but also tomorrow. Furthermore, you want his friendship and if he will talk about your store to his friends your business will grow in proportion as you can handle a large business.

In making a business success no one can slip a cog. There must be team work of the finest kind on the part of every employee. If the salesman does not back up the window decorator, no amount of persuasion or ingenuity of the latter can make a window display a business-getter. Service should be the dominant note and when you can make the customer feel like saying, "Thank you," for the service, then you have accomplished what is the acme of professional salesmanship or better, the salesman in a profession.



# Selling Methods at the Fountain

*Catering to Individual Tastes of Customers Brings Business to Newark Store—As Restaurants Reduce Prices the Keen Competition Demands Aggressive Selling Policies*

**"A** CERTAIN department store had a charge customer whose purchases aggregated thousands of dollars annually. One day she ordered a chocolate soda at the store fountain. As the clerk handed it to her it spilled and ruined the white silk dress she was wearing. The clerk, who did not know that she was a valuable customer, began arguing with her rudely, exclaiming that the accident was due to her carelessness in reaching for the glass.

"The woman was trembling with indignation when she left and the following week she withdrew her account. In spite of the expostulations of the proprietor of the department store she refused ever again to trade with the concern. Her case was the climax of a number of complaints at the service at the fountain. The soda fountain was taken out of the store.

"This is a rather extreme case," continued Jules Hanocho, proprietor of the "Purity Soda Shoppe," located on Branford Pl. near Broad St., Newark, N. J., "but it illustrates the importance of a soda dispenser being a salesman. It would have taken only a few moments' explanation on the part of the soda dispenser to show that the store would be willing to make good. But hard words only made a bad situation worse."

In his own store Mr. Hanocho insists that all his customers receive personal service. He understands psychology when he considers that people like to have a fuss made over them. Not that his clerks fawn before their customers, but they give courtesy and consideration to each individual customer. His relation is more like that of a host to his guests. So in time the dispensers learn the peculiar likes and dislikes of each individual and cater to them accordingly. The dispenser is not, as in many stores, simply there to "dish out" sodas. His interest extends to making the concoction suit the taste as near as is humanly possible. The clerk has to employ tact and diplomacy just as a salesman does.

"Suppose that a man came in—one who you knew was very finicky about his drink," remarked Mr. Hanocho, "and asked for a lemon phosphate. If you knew that the orange was a good deal better, then the proper thing to do would be to suggest that you have just pre-

pared some delicious orange syrup. He is bound to appreciate your interest in him.

"Whenever a customer asks for a chocolate soda, we always ask him whether he prefers chocolate or vanilla ice cream. A man is often tickled to find that he can get chocolate, but seldom likes to ask for it. That is one of the little things that bind a man to a soda fountain and make of him a steady customer."

"The time is soon coming," stated Mr. Hanocho, "when soda fountains will meet

greater opposition than in the past. Just as soon as restaurants bring their prices down to normal—and they are beginning to do that now—people will consider going to a restaurant where for forty or fifty cents they will be able to sit down to a hot meal, and be waited on at the same time. Then the soda fountain which depends to a large extent upon its luncheonette trade will have strong competition.

"And it will be the store that has emphasized personal service which will be able to hold its own. To bring people to a fountain when they have the alternative of going to a restaurant will require a strong interest if the place and that interest is built up by something more than good food, by personal attention. The successful

dispenser nowadays is not the one who is simply able to slap out a drink over the counter, but the one who is concerned about his customer's peculiar tastes. He must be able to sell his drink with complete satisfaction to the purchaser."

Mr. Hanocho believes in making suggestions at the proper time. Thus it is that when a woman hesitates in giving her order, the dispenser, in a tone that rings with interest, suggests a soda or a sandwich. Even if it is not just what she has in mind it certainly helps her to decide what she does want. Of course, there are some people who consider it an affront for a dispenser to make a suggestion, and just as the salesman knows when to make a certain move before a grouchy prospect, so the clerk knows or gets to know, which individual will decide for himself.

Mr. Hanocho manages to carry out his policy of personal service at the fountain that is not as large as the average one. The twelve foot fountain with its two

## PRIZE FORMULA CONTESTS RESUMED

So many letters have been received asking that the monthly prize formula contests held formerly by this journal be resumed, it has been decided to start off the new year with this popular feature and continue it each month. A prize of \$5 is offered for the best formula for soda, sundae or other fountain service received each month, with additional prizes of \$1 each for all other formulas published. Formulas received up until the first of the month will be considered for the issue of that month; those received after the first will be held for the next issue.

With the many thousands of regular fountain patrons of varied tastes and appetites, it is but natural that formulas for soda drinks and dishes are being modified to tempt the jaded appetites of our modern epicures. Undoubtedly many fountain operators have made new combinations of the ordinary materials at hand which have proved popular and become best-sellers. These are the kind of formulas we want to print, for they will help our readers in all parts of the country to increase business.

How could a crisp five-spot be earned easier than by sending in your formula? Get out your paper and pen and send to THE SODA FOUNTAIN the formulas which you have originated and which have stood the test of practical dispensing.

## Atmosphere Is a Part of Service

*Many Large Hotels Are Installing Soda Shops With Original and Distinctive Decorative Schemes at Which Service de Luxe Is Given to Discriminating Clientle*

**S**ERVICE is one of the most important, if not the chief factor in the successful operation of a soda shop, no matter what its location or to what class of persons it caters. While the service requirements for a shop in the poorer district of a city serving a ten-cent soda will differ from those demanded in a shop located in an exclusive residential district, the necessity for adequate service exists in all cases. And although the term "service" may seem to be a glittering generality—an intangible abstraction—nevertheless it is real, very real, being made up of many details which collectively react to give the atmosphere of satisfaction. Service consists in dispensing appetizing, palatable food and drink in pleasant surroundings so that the cus-

piano, so would two sodas made in the same way and from the same things differ from each other when served in different surroundings.

Accordingly, the aim of the fountain owner, that of attracting customers to his shop, is not reached merely by the serving of delicious confections. The service demand of the customers must be taken into consideration. This varies with the class of people catered to. In the business section of a city undoubtedly the great numbers of office workers who now get their noon lunches at soda shops demand quickness in being served, for their lunch time is limited and many desire to take a short walk before returning to work. Fountain operators serving this trade must make speed



*Exquisitely Decorated in a Scheme of Gold and Black, the New Soda Shop of the Biltmore Hotel, New York City, Embodies the Idea of Luxurious Service*

tomers feel his wants have been taken care of in the best manner possible.

### The Special Touch

What is more dull and uninteresting than a motion picture without music or with poor music? And the better the music the more impressive is the picture. In some way the senses of sight and hearing are correlated and by captivating the sense of hearing by good music, the sense of sight sympathetically is cajoled into approbation. Likewise have the senses of sight and taste sympathetic relations which must be considered by the fountain operator. Just as the movie accompanied by a symphony orchestra differs from the exhibition of the same picture accompanied by a player

their service watchword. On the other hand, for shops catering to a class with time and money, as for example hotel guests, the demand for service of a distinctive and individual nature is enhanced. Realizing this fact, hotel operators are opening soda shops which are the last word in service to a discriminating clientele.

### Gold and Black

The new soda shop of the Biltmore Hotel in New York City presents an excellent example of the recent development of fountain service ideas. Like a recess in a bluff upon which storms and winds vent their force and in which a traveler may find shelter and repose, this soda shop is a place of retreat from the bustle and rush of the Grand Central District, one of the busiest

sections in the world. This shop is situated just off the lower lobby of the hotel which leads to the Grand Central Concourse and thousands pass by in the course of each day. The visitor entering the shop finds himself suddenly transported to a room of gold and black which might have been used by some French king and his followers in times gone by—a room in which every part bespeaks ease and comfort and invites the visitor pausing on the threshold to enter and sip a soda or nibble on one of the tempting sandwiches which are being carried to the patrons by neat girls wearing black aprons with golden borders.

The fountain of black marble occupies the entire rear end of the shop, with pastry being displayed in cases on the left side. The coffee and chocolate urns are concealed from view in recesses behind sliding glass doors, with connections with protruding faucets. The walls of the other sides have polished glass panels in which are displayed candy and novelties. These panels have concealed lights for illumination. Around the sides of the room are continuous built-in benches upholstered in tan and gold, striped with black. Lighting of the room is effected by indirect amber lights perched upon gold and black stands, augmented by Japanese lights resting on teakwood stands in the side panels.

The tops of the tables are black, with raised gold borders. On each table is a vase in which a fresh flower is placed daily. Both the tables and chairs are dainty and distinctive and harmonize with the general decorative scheme which was conceived and carried out by the Schleich Studios, of New York City. Drinks are served in exquisite hammered silver holders and the entire silver equipment is of the same character.

#### For the Fastidious

When a patron sits at a table a waitress flits up with a real napkin, a glass of water and a menu. Surely this is service to satisfy the most fastidious. A glass of water without pleading on the part of the customer always makes a soda shop stand out. While most persons who eat ice cream desire a drink of water, many who drink sodas want a sip of water, for fountain drinks are largely sweet and stimulate thirst. Again, a napkin is an important mark of service, obviating the necessity of Milady getting out her "kerchief to dry her lips. When drinks are served the waitress brings two straws packed in a sanitary wrapper. These straws are made of real straw and add a distinctive touch to the service.

Even the menu carries out the decorative scheme, having covers of black and gold and being tied together with gold ribbon. Menu cards give at a glance all the information as to what is served and eliminate the gazing about the walls to find out what to eat or drink. After each item on the menu the price is plainly marked, so the customer knows what it will cost. Silver trays are used in giving customers checks and change—a final touch of service.

On the menu are found several novel drinks and dishes, as Biltmore Mocha-Chocolate Ice Cream Soda, 30c; Fruit Punch Biltmore, 40c; Sundae à la Biltmore, 60c; Golf Goblet, 45c; Chateau Rouge, 65c; Hot Chocolate Fudge Ice Cream, 65c; Orange Blossom, 60c; Frozen Eclair, 45c. Sodas cost from 25c to 35c; sundaes, 55c to 60c; ice cream, 45c; ices, 40c; sandwiches, 35c to 75c; salads, 50c to \$1.00; tea and coffee, 20c.

#### Fair All Around

"Young man, are you satisfied with your present position?"

"Now, but it's fifty-fifty. The boss ain't satisfied with the way I fill it, neither."

#### VITAMINE DIET IS UNRELIABLE

##### Dr. Lipman Tells American Public Health Association That Not All Literature of the Subject Is Based on Scientific Research and Study

The ideal diet of civilized man is composed of food both from the animal and vegetable kingdoms in proper proportion, Dr. William H. Lipman of Chicago told the members of the Food and Drug Section of the American Public Health Association at the recent convention of the organization, held at the Astor Hotel, New York. In his opinion, the vitamine diet should be taken with the proverbial grain of salt.

"More has been written recently about vitamins than any other phase of nutrition," he said. "As was probably to be expected with a subject as new as the vitamine theory, not all the literature is based on scientific research and study. Unfortunately, in addition to the great wealth of truly epoch making work that has been reported, the public has in many instances been served with gross misinformation, intentional or otherwise. Perhaps the best example of this is the statement made in a book on food recently published that 'water and air are very rich in vitamins.'"

"The patent medicine man and the cure-all manufacturer were not slow in taking advantage of the vitamine theory and the great publicity it has received during the last few years. The public has been literally flooded with preparations in the shape of foods, drugs and confections that are supposed to be chock full of vitamins and to cure almost any human ill as well as preserve youth and enhance beauty.

"It has been stated that cancer may be due to a lack of vitamins. Hence in order to prevent and cure cancer persons are advised to eat this or that vitamin food. At first glance these substances seem harmless enough and quite unworthy serious consideration, but their numbers and the extravagant claims made for them constitute a potential source for positive harm. Like all cure-all remedies they may do a great deal of harm by inducing people to rely on foods and drugs, patent or otherwise, supposedly rich in vitamins, to the exclusion of other essential foods.

"The whole matter seems of sufficient importance to merit the attention of this section, or possibly the association as a whole, to the extent of arranging and publishing a statement of the present knowledge of vitamins, their possibilities and limitations and their proper place in the diet and in medicine. Such a statement would carry as much weight of authority as the 'standard methods' series issued by the association, and would accomplish a great deal towards stabilizing and disseminating the truth about vitamins by the knowledge of the day."

#### SPOKANE SODA PRICES ARE NOT YET READY TO CLIMB DOWN FAR

Ice cream sodas have a long way to travel, with many obstacles en route, before they get back to normal—that is, to 10 cents—in Spokane, according to local confectioners.

"I can see no relief in sight until next summer at least, due to the necessity of our using last year's fruits and syrups which must be sold at 1920 prices," said J. S. Inkster, manager of Alpine Sweets. "We are watching the situation closely and will use a new price scale just as soon as there is the least chance for it."

Manager L. Sackless of the Outside Inn considers other necessary expenses and operating costs, including the unchanged wage scale, as prohibitive to lowered prices for another 12 months.

# Make Christmas a Rush Season

*People Can Be Drawn to the Soda Shop During the Holidays by  
Appropriate Aggressive Methods of Merit—A Few Successful  
Merchandising Schemes Used to Increase Sales*

**D**URING the period of Christmas shopping which is at full swing at this time of the year, many fountain operators are reflecting how they can divert some of the flood of Christmas shoppers to their stores. One soda fountain operator reflected that in previous years his store was passed up during the Christmas rush, whereas other soda fountain departments which were the part of drug stores, department stores or of larger business places, were crowded.

He scratched his head and decided people just naturally drifted to the soda fountain when passing it in making purchases of Christmas presents, and that they were too hurried to go out of their way to get hot or cold soda.

## Gift Baskets Make Good Leaders

This is what he did. He hunted around and found several leader lines—novelties which could be sold for popular prices. He also stocked some attractive gift specials in confectionery, such as fancy baskets and boxes, which when emptied, could be used for some other purpose. He had never thought it worth while to feature elegant gift packages of candy before, but now he put in a number of these.

Then to attract people's attention to his unusual offerings, he did some newspaper advertising of an arresting nature and presented every patron coming into his store with a tiny spray of holly and a pin to fasten it on with.

This year he has had no reason to complain of lack of business. His store has been crowded and he has cashed in on the gift articles as well as his regular lines.

In the case of Manager No. 2, his problem was quite a different one. The soda fountain was located in one of the aisle sections of a big store. Even in ordinary times, the seating capacity about the fountain was usually taxed to the limit. Previous holiday seasons had taught him that large numbers of people came out for an all-day orgy of buying. They left home in the morning as soon as they could get away, and did not plan to return until about five in the afternoon.

To go to a high priced eating house meant expense and delay when time and money both counted. So these people became regular patrons of the soda fountain and luncheonette. The trouble was to accommodate them. A tired woman does not want to stand up with her arms full of bundles, and eat a sandwich and drink a cup of hot chocolate without opportunity to rest.

But where and how was it going to be done? This manager is the type of a man who is not easily stumped by little things. He knew that there would be a big howl if he proposed moving any of the nearby counters around to make room for tables or arm chairs. The gallery above was too far away, and there certainly was no more room around that fountain than there had been on previous occasions. This is what he did:

Next door to his store was an electrical establishment which sold fancy lamps, and household electrical equipment of various kinds. The store was deep and narrow. In fact, when this firm took it over, they only had stock to furnish the front end of it, and so they built a

partition across to make a rather small, but well-filled show room, thinking this more desirable than a big, half filled place.

At some earlier time, there had been a door cut from the department store into this adjoining building. This door had been closed up for years, and it was covered up with fixtures on the department store side. The manager found that by a very slight shifting of wall fixtures and counters, that he could make an entrance right through into the rear of this store.

## Manager Utilizes Unused Space

He then went in there and made these people a most interesting offer for the use of the back end of their floor space for a month. He reckoned that during the Christmas rush, the week between Christmas and New Years, and during the sales of early January, that he could use this extra room to good advantage.

It only meant a little trouble for the electric people to clear out this portion of their unused space. It was made clean and tidy, and the manager and a couple of workers put it in most attractive shape by working the better part of one night. As they remarked, they were no more tired than if they had gone to a dance. They decorated with streamers of red and green from Japanese umbrellas, handles down, fixed at the ceiling. The place was pleasantly lighted by the electric people, tables and chairs put in, and a counter for luncheonette things, with a girl in charge, given a place in one corner.

Hot and cold soda was served from the main fountain, a very short distance away, orders being given by the luncheonette girl to the head dispenser by means of a telephone. A bus boy with a flat, carrying basket arranged not unlike the ice cream cone carriers, took care of the situation, and this "Annex" as it was called, promptly became popular. It was crowded day in and day out, and the luncheonette girl was more than able to sell enough special packages of candied fruits, salted nuts, marshmallows, and a certain small, fancy cake, to pay the rent of the room.

The manager has demonstrated to his firm this year, that extra space for the soda fountain and luncheonette will pay, and the executive officers have definitely decided in consequence, to make provision for bigger business in this line. What before was a question, is now a certainty.

## Novel Merchandising Methods Paid

Still another soda fountain man has long questioned whether it paid to do anything extra at the soda fountain at the Christmas season. His argument has been, that people were out to buy Christmas presents, and not to drink soda water. He acknowledged that there was some extra business from these shoppers, but not enough to warrant any big outlay of expense.

Now, this man has twin sons who have just reached man's estate. One whom we will call Mike, agreed with his dad. The other, Pete, had his own ideas. He contended that you could sell the idea of drinking soda water and eating sandwiches, as well as any other idea.

Now it so happened that along in November, the Old Man bought a second drug store on a side street which had a soda fountain as well as the present establishment. Pete said,

"Let me take over the management of the new fountain, and run it my way through the holidays. Mike and you can manage the other according to your own ideas. But remember this, you are on the main street and I am on a side street. Maybe I cannot make as good a showing, but if I can increase the business which I take hold of, it will be a pretty good demonstration."

So Pete went to it. He cleaned up that soda fountain and he made the whole layout as attractive as he possibly could. For some reason or other, this drug store had been known as the Triangle Pharmacy, and so Pete called his pet, the Triangle Fountain. He made up his mind that he would feature malted milk drinks, some home-made luncheonette foods and some fountain specials.

He used newspaper space, picturing a triangle with his own face in the middle of it, and with the three sides of the triangle named as we have indicated. Then he got hold of an old gentleman who was out of work, and used him as a sandwich man. He rigged him up with a hat made of three triangles of pasteboard, with the apexes pointing up. On one triangle it said, "Pure Milk And Delicious Milk Shakes"; on the second triangle, "Aunt Patty's Sandwiches, Salads, and Doughnuts"; on the third triangle, "Pure Ice Cream With Fresh Fruits".

This walking delegate also carried two enormous triangles with the apexes pointing down, and the bases strapped so that his shoulders supported them. These were white and lettered in red and green. They pointed out that the Triangle Pharmacy was just around the corner where there was room for everyone. This man wore a false face like Santa Claus and jingled a merry little bell. He was instructed to walk up and down through the crowds, being careful to go where his message could be read.

#### Got Good Cook

In the meantime, Pete had got a well-known, local cook by the name of Aunt Patty, to make some good things for him, and Aunt Patty herself was in attendance part of each day.

Pete did a smashing business, multiplying former business by at least five. Mike and his father did rather less than in previous years.

These three samples will serve to illustrate that we get pretty much what we expect in this world. If we go after something with the idea of getting it and plan to that end, we are not likely to be disappointed. But if we say, "What's the use?" and do not bother our heads, we will travel in the old rut, never knowing the difference.

Naturally the people who have made good, do not go around talking about it, and the ones who have not, are sure to think, "Well, I have saved myself a lot of trouble and I'm as well off as the other fellow!" Don't be too sure about it!

#### SOFT DRINK CONSUMPTION IN MISSOURI

The consumption of soft drinks in Missouri during the first ten months of 1921 has been 19,992,495 gallons. The entire amount consumed in 1920 was 20,579,512 gallons and it is announced that this total will have been reached when all of the reports for October are in. This leaves two months to add to the year's total. The state tax on soft drinks has been reduced. Before the coming of Prohibition beer paid a separate tax and the amount consumed could be ascertained. Now it is classed as a soft drink and pays the soft drink tax. The reports, consequently show that the soft drink consumption is greatly on the increase in the state, and the assessors refused the abatement asked.

#### DR. LAWALL SCORES CHEAP CANDY

##### Speaker at American Public Health Association Meeting Says Much Penny Sweets and Many Christmas Toys are Injurious to Children

Speaking before the meeting of the American Public Health Association held recently in New York City, Dr. Charles H. LaWall, Dean of the Philadelphia College of Pharmacy, urged the association to go on record as disapproving candy containing injurious substances and candy made in the form of playthings and to take up the matter with the organized confectioners.

"There has been a great improvement in the main in recent years in the character of many penny candies which are offered for sale to children," he declared. "Most of them are made of wholesome materials, and an increasing number of them are appearing in wrapped individual pieces, thus minimizing the danger of contamination from handling or exposure before sale."

"Competition between rival manufacturers, however, has led to types of candy which are made in the form of playthings. The fundamental idea is not a new one, for who does not remember Eugene Field's sugar plum tree, where the gingerbread dog chased the chocolate cat through the branches?"

Dr. LaWall said that the majority of the present objectionable forms are made of so-called licorice candy. Most of them contain little or no licorice, the coloring being due to a little lampblack and the flavor to oil of anise. Most persons, children and grown-ups, confuse anise and licorice flavors, because they are usually associated, so the manufacturer takes advantage of the fact and makes a black confection, flavors it with anise, and then often puts a warning note on the box: "These goods contain no licorice," which is ignored by the seller who supplies them when licorice is asked for.

"The component parts of this so-called flexible licorice, which is now made up into so many forms, are sugar, glucose, starch or flour, flavor and lampblack, with sometimes a little licorice added to give warrant for the name," he said. "These ingredients in themselves are not indigestible nor harmful, but it is the manufacturers' evident intent to make something durable in the way of a confectionery novelty, so he combines his ingredients to make a tough, flexible mass which can be drawn, rolled or moulded into any desired form and which is tough and resistant, hard to chew, slow to dissolve and represents the acme of indigestibility."

#### WALTER M. LOWNEY COMPANY LOSES APPEAL FOR LOCAL TAX ABATEMENT

For the first time in history the Street Commissioners of Boston, Mass., heard an appeal for abatement of personal taxes assessed by the city. The Walter M. Lowney Company, manufacturers of chocolate, was the petitioner, and the sum of about \$1,500 was involved, as the tax on \$63,000. The case was referred to the Commission instead of to the courts, the alternative.

The company had been taxed on \$200,000, which figure was given the assessing department by a company officer in April, 1920. A brief communication to the board stated simply that this was the company's estimated value of machinery in operation at its Commercial Street plant, but gave no detailed items.

The company based its abatement appeal on the allegation that the machinery was at the time really worth only \$137,000 and requested a refund of taxes on the additional \$63,000. Chairman Edward T. Kelley argued that the company having filed no sworn statement of its taxable liabilities, it had no case in court and the assessors refused the abatement asked.

# Luncheonette Department

Conducted by EMMA GARY WALLACE

## Holiday Luncheonette Delicacies

**P**EOPLE instinctively crave something unusual and tempting when the very air carries the festive spirit of the glad Christmas season. People have to eat at all seasons and the establishment which offers unusual and appealing food at a fair price will not want for patronage. Regular customers will come. Holiday shoppers will hear about the good things to eat and will drop in—perhaps becoming permanent customers. And the advertising in window, and if suitable, in the newspaper, will tell people what is going to be served and will bring that luncheonette to mind when meal time comes.

### The Turkey and Its Rivals

Turkey is not roasting quite so high this year—but high enough. A large tender young bird, however, can be made very profitable if carefully cooked and economically served. Avoid turkeys with black feet or blue appearing skin. Choose those which are plump, yellow, and with a reasonably supple breast bone. Up to ten or twelve pounds a turkey is likely to be young and good flavored. Over that, it is likely to be old or tough. The flavor is not quite so good in an over-large, old bird as in a younger one.

The ideal way of cooking a turkey is in one of the covered roasters with a grate in the bottom which permits of steaming and making the whole juicy and tender before it is browned.

The stuffing can be fancy or plain. Chestnut and oyster additions are sometimes offered, but the caterer who is preparing for the public must cook for the average individual, and more people like a plain, well flavored bread dressing or stuffing than one fixed up with mashed potatoes, nuts or other things.

For this plain bread stuffing, stale bread is desirable, and a couple of four pound loaves will not be too much for one bird. Cut the bread in thick slices and dip into cold water. Hot water makes the dressing soggy. Do not put through a food chopper as it makes the mass sticky. Chop in a chopping bowl until fine and all pieces of crust have disappeared.

In this mass may go broken crackers. A few slices of cold buttered toast give a delicious flavor. They too are dipped in the cold water. Mince one good-sized onion and add to the bread mixture, together with a piece of melted butter or butter substitute the size of an egg. Season to taste with salt and pepper and poultry seasoning. Blend thoroughly. It is undesirable that a piece of onion or unbroken bread shall be met as this declares the cook unskillful.

The turkey should be singed, scrubbed with soap and water on the outside using a clean vegetable brush, for the skin will often be very dirty and plain water will not remove the grime from the oily surface. Then dry with a clean cloth. Stuff and sew up. Dust the turkey with flour, salt and pepper. Put upon the rack in the roaster with sufficient water in the bottom of the pan to steam it. Cover and allow twenty minutes to the pound

for cooking. This means gross weight stuffing included.

Keep a small skillet of melted fat and hot water or meat stock seasoned with salt and pepper on top of the stove. From time to time examine the turkey, removing the cover of the roaster and basting from the skillet. This will give sufficient moisture in the bottom to keep the steam going. The last half hour the cover can be removed and the bird delicately browned.

The giblets will be cooked by themselves on top of the stove and chopped. These will be added to the rich juices in the bottom of the roasting pan, and a rich gravy made by thickening with flour.

### Novel Way of Serving Turkey

There is all the difference in the skill with which a turkey is carved. One chef who is at the head of a luncheonette place in a college town served his turkey in this unusual manner. With a sharp knife and a knowledge of turkey anatomy he carved the bird into serving pieces. Then he restored every piece to its original location and displayed the bird in this manner. When a large table of college chaps who had arranged for their dinner here were in their places, he passed the turkey on a large platter carrying it carefully. With the fork which was on the platter, each patron helped himself to the piece of the turkey which he preferred. The novelty of this method of serving caused much comment. After the turkey was passed once it was taken out and the rest of the carved portions arranged neatly on a platter.

This will not always be practical, of course. Each person should be served with a piece of dark meat and a piece of light meat, and it is the sharp knife and the knowledge of how to carve which will make the turkey go a long, long way.

A reasonable serving of the turkey with the dressing, gravy and a small portion of cranberry sauce will satisfy a very hungry person. The turkey can be prepared well in advance of the time of serving or cooked outside of the establishment and brought in hot.

In one city in Central New York, there is a large central kitchen which belongs to a baking plant. From this kitchen may be ordered anything in quantity lots which a luncheonette proprietor desires and it will be delivered to him in trays piping hot at the exact hour he has designated. He may order mashed potatoes, gravy, croquettes, creamed peas, home-made cakes or anything else he chooses.

The prices are reasonable and all responsibility is removed from the shoulders of the luncheonette caterer. He knows that he will have no failures and will pay only for what he actually gets which is salable. Moreover, the odor of food in the preparation is entirely eliminated.

### Roast Goose and Chicken

Roast goose is a close rival of roast turkey and is prepared in the same way. The covered roaster permits of long slow cooking and the grease which fries out of the goose may be poured out of the roaster from time to time,

for the most modern equipment has a removable bottom for this very purpose.

Both a goose and a duck have large frames and are deceiving in the proportion of meat which they carry. They also have a regular mammoth cave of an interior but a small serving of meat and a generous serving of dressing will balance the matter up very nicely.

Chickens and fowls come in for their share of interest at this time of year. If the older birds are steamed until nearly tender they may be stuffed and roasted with very satisfactory results. The younger birds may be stuffed without the steaming, or fricaseed or smothered.

A dish which is in high favor at the Christmas season in many parts of the country is chicken and rabbit cooked together, and the element of the unusual is furnished which is desirable. The rabbit is dressed as usual, cut into serving

sized portions and cooked with the chicken. The whole is delicately seasoned and a rich gravy made.

Guinea hen is another dish not commonly met and most people are curious enough to want to taste something out of the ordinary. The bird is cleaned and trussed. As it is not likely to have much fat on it strips of bacon may be fastened on the outside with toothpicks. Use either the bread stuffing or a bread and potato stuffing. Bake in the usual manner.

With turkey serve cranberries; with goose, apple sauce or baked apples; with duck, an orange compote; with chicken, cranberry or currant jelly; with guinea hen, spiced grapes.

Pork is much cheaper and is at its best also in cold weather. A boned and rolled fresh ham or a lean shoulder of fresh pig pork, boned and stuffed and rolled, make very desirable meat to serve cold or hot.

## Profitable Cold Weather Salads

**S**ALADS are essentially a luncheonette standby. They are appetizing to taste, delightful to the eye and can be prepared in advance—three qualifications which enhance their selling power.

The average individual grows tired of the same salads which are met month in and month out, with slight variation. Yet it is a real achievement to make a salad which is different and delicious. Here are a few which it will pay to try and feature. One good salad added to the regular list is well worth while.

The summer vegetables, such as tomatoes, cucumbers, and radishes, are now too high priced to use freely. In fact, if they are used at all they must only be employed as a garnish or appetizer or the expense becomes prohibitive.

To be at its best a salad must be clean. Nothing is more suggestive and disappointing than lettuce or other salad greens which are gritty or show black specks in the leaf vein. A particle of decayed or tainted material will not only destroy the appetite for the salad but it will arouse a feeling of prejudice against the luncheonette itself.

A salad must be cool. Even in cold weather the palate requires that refreshing coolness which is so grateful in fresh water or ice cream, and is only met when salad materials are stored in a refrigerating chamber and taken out and used when wanted.

A salad must be crisp. Wilted vegetables, limp, tasteless fruit or meat or fish which all too plainly is being used up this way does not tempt nor satisfy.

Salads are of two classes. First, the heavy salads which are intended to constitute a major portion of the meal itself. These may be prepared with a fairly liberal hand and charged for accordingly. The second class of salads comprise those of a lighter variety and which are an addition to the meal, an appetizer, or something added to balance dietetic values. These salads may be smaller in amount and the price gauged according to the market value of the ingredients.

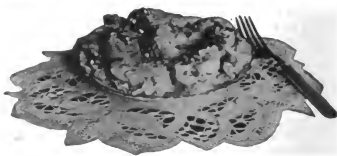
Remember then, that a salad should be clean, cool and crisp. And a salad should be such that it can be classed under one of two definite heads. For example, a potato salad, a chicken salad, an egg salad or a fruit salad of the right character will form a substantial part of the individual luncheon menu; while a lettuce salad, a molded cucumber salad, a totato jelly salad or an orange salad may be much lighter and only a side dish.

### Cranberry Salad

Take cranberries in the proportion of one quart of berries to one half pound of granulated sugar. Pick over the berries, rejecting defective ones. Wash and add a cup (four ounces) of water to each quart of berries. Simmer gently. When the berries burst add the sugar. Cook slowly for twenty or thirty minutes until the mass has thickened. Be careful not to burn. Do not strain. Turn into one large dish, or if preferred, into small individual

molds which have been rinsed with cold water. Put in a cold place.

Chop crisp lengths of clean celery, add a half a teaspoonful of minced onion and a third of a cup of salad dressing to each cup or half pint of the chopped celery. This too, can be kept in a cool place. When ready to prepare the salad, put either a spoonful of the cranberry jelly or a small mold in the center of a crisp lettuce leaf. Over this put a spoonful of the chopped celery mixture. Finish with a small dash of yellow mayonnaise and sprinkle with paprika.



The actual preparation of the salad after the order is given need not occupy more than one minute.

### Cauliflower Salad

Procure solid white heads of cauliflower and break into flowerlets of medium size. Soak in ice cold salted water for an hour or so to draw out any insects which may be in the crevices. Drain and drop into boiling salted water. Cook quickly until a fork will pierce the flowerlets easily but do not continue the cooking until the cauliflower is mushy. Drain and set aside in a bowl to become ice cold.

Take one can of small sifted green peas of good quality. Drain and rinse. To each pint of these, allow one-half a cup of creamed mayonnaise. Toss until the peas are coated with the dressing. Set where they will be cold.

When a cauliflower salad is ordered, lay two lettuce leaves on a plate. In the center put a large spoonful of prepared peas. Arrange a border of the cauliflower flowerlets around the edge. Sprinkle with chopped parsley and paprika. Add a little dash of mayonnaise on the side. In the center of the peas, make a small cross with two strips of the red sweet pimento.

### Luncheon Egg Salad

Boil two eggs slowly for twenty minutes. Drop into cold water. Remove the shells and set in a cold place. Prepare the following mixture:

Take equal parts of chopped celery and drained green peas. Mix with just enough mayonnaise to season, and coat each piece of vegetable slightly. Set this mixture

where it will be very cold. When ready to serve, take an egg and a half to each person. Slice lengthwise in quarters. Put a spoonful of the pea and celery mixture in the center of a lettuce leaf. Arrange the egg quarters upon this small mound. Add a little mayonnaise on the side. Garnish with one pimiento-stuffed olive, thinly sliced. Sprinkle with onion salt and paprika.

#### Christmas Salad

Take one half slice of canned pineapple. Lay upon a lettuce leaf. At one side put a ball of cottage cheese, the size of a walnut. This should have been seasoned with melted butter and salt. Beside the cheese ball put a small spoonful of jellied cranberry prepared without straining as directed above. Put a little mayonnaise on the pineapple and sprinkle the whole with a mixture of finely chopped green pepper and parsley.

#### Yuletide Salad

Drain one can of waxed beans. Rinse and set aside to be cold. Take equal quantities of finely chopped cold potato and drained green peas. Toss with sufficient French dressing to coat lightly.

Have ready a bowl of cold, cooked, thinly sliced beets. Upon a bed of lettuce leaves put two tablespoonfuls of the potato and pea mixture. Around this, log cabin fashion, lay four or five of the butter beans uncut. Garnish with two pieces of sliced beet, add mayonnaise, a couple of celery hearts and a large plain olive.

#### Winter Salad

Prepare the potatoes and peas as already directed. Place a spoonful of this mixture in the center of the lettuce. Around the lettuce, arrange small, slender, finger lengths of cold, cooked carrot. Dress with mayonnaise, sprinkle with paprika, and garnish with a slice of hard boiled egg.

#### Chicken Club Salad

Select a yellow fowl weighing five pounds or thereabouts. Simmer in boiling salted water until tender. Keep well covered. Reserve the broth for chicken soup or some other purpose. When the meat of the chicken is partly cool, remove it from the bones, cutting into small pieces about the size and shape of the little finger. Put the skin all by itself in a chopping bowl.

With this skin, put three or four sprays of parsley and one small, thin slice of Spanish onion. Chop very fine. Add one cupful of drained green peas. Put the cut chicken in with this and toss until well mixed. Add sufficient mayonnaise to season and coat lightly.

Place two spoonfuls of the chicken mixture on a bed of lettuce. Beside of this, lay one slice of sound, ripe tomato, one slice of fried cold bacon and a dash of mayonnaise. Sprinkle with a very little finely chopped green pepper and garnish with a radish cut like a rose.

#### Winter Tomato Salad

Take a quart can of a good brand of tomatoes. Put over the fire with a teaspoonful of salt and sugar and a dash of red pepper. Simmer for twenty minutes. Strain. Add sufficient hot water that the whole mass shall equal one quart.

While the tomato is cooking, have one package of plain, granulated gelatine soaking in a third of a cup of cold water. Add the boiling hot tomato juice to this. Turn into small, individual molds and set away to harden. When wanted, unmold upon a leaf of lettuce. Put one slice of fresh cucumber upon the top of each mold of the red tomato jelly. Finish with mayonnaise and sprinkle with a little paprika.

#### Orange Salad

Choose oranges which are thin skinned and heavy with juice. These should be of the seedless variety. Remove the skins carefully, and with a sharp knife scrape away any of the bitter white, inner rind. Slice very thin. Sprinkle with powdered sugar and set the bowl on ice.

Have ready a dressing made of one cup of olive oil, the strained juice of one lemon and two ounces of Tarragon vinegar. Season with one level teaspoonful of salt and a dash of Cayenne. Prepare the individual salad by laying half a dozen of the thin slices on lettuce overlapping these in a circle. Sprinkle well with the beaten oil dressing, which can be kept in a sprinkler top bottle. Sprinkle shredded cocoanut over the salad. Put a small spoonful of mayonnaise in the center of the orange wheel. Sprinkle with paprika and garnish with a pimiento-stuffed olive cut in two lengthwise.

#### Baked Bean Salad

Take baked beans which are thoroughly cooked but not badly broken in the cooking. Toss with a small quantity of tomato catsup and about a fifth of the same quantity of chopped celery. Place upon lettuce. Upon the side, put one half of a frankfort. Prepare the frankfort by frying in bacon drippings. Let it get cold and cut in two lengthwise with a sharp knife. Put a small quantity of mustard mayonnaise dressing on the cut side of the frankfort. Add a sweet gherkin and serve.

## Grape-Fruit as a Trade-Getter

GRAPE FRUIT is an ideal luncheonette offering and relished by nearly everyone. It is stated by those having the voice of authority that if grape fruit is properly prepared, it is highly beneficial.

Some people have the idea that they cannot eat grape fruit on account of its acidity and bitterness, but this is a matter easily overcome. As a rule grape fruit is served with sugar. Now, laboratory findings prove that sugar greatly increases and intensifies the bitter and acid principles of the juices, whereas salt neutralizes them and develops the natural sugar or sweetness of the fruit. It is easy enough to make the test and to prove that this is true.

A very practical way to stimulate the sale of grape fruit is to have prepared two or three display cards which are hung up in conspicuous places in the luncheonette department. A series of three could be worded after this manner.

#### GRAPE FRUIT ARE AT THEIR BEST

If you enjoy the acidity and the appetizing natural bitterness of the grape fruit  
—eat it with sugar or some other sweetening element.

If you prefer a milder flavor—one in which the natural sugar of the fruit is emphasized, eat it with salt.  
You will be surprised how good it is.

#### GRAPE FRUIT ARE HEALTHY

Citrous fruits counteract the heavy diet of winter time acting as an alternative and an appetizer as well.

#### GRAPE FRUIT SERVICE

Grape Fruit with Salt  
Grape Fruit with Powdered Sugar  
Grape Fruit with Honey  
Grape Fruit with a sprinkling of Salt and Grape Juice  
Grape Fruit with Salt and Cocoanut  
Grape Fruit with Salt and Maraschino Cherries.

The most profitable way to purchase grape fruit is by the case. In this manner the best price is obtained, and the grape fruit are all of uniform size. By patronizing some dealer who is particular and will give your orders preference, a variety of grape fruit



may be used which is thin-skinned, juicy, and with a fine flavor and texture.

To purchase grape fruit just anywhere it happens, is to defy the possibility of uniformity. One day the grape fruit may be delicious, and the same customers who come back to get more like them may be served with dry, soggy fruit. This kills business.

All that is necessary to achieve a position of leadership in the serving of fresh fruits is the exercise

of intelligent care in buying, storing and serving. It is because so few people who cater to the public appetite do this, that we so seldom hear customers say, "We came here because we knew the kind of fruit we could depend on."

Fruits of some kind are in season the year around, and it pays to serve the best and to have the reputation which goes with it.

## Some Seasonable Vegetable Dishes

**B**Y THIS time most people have grown a bit tired of winter vegetables served in the regulation style. So offer something a little different. Try some of the following vegetable dishes during the cold weather. Prepare Swedish turnips as follows:

Select the white turnips and see that they are in prime condition. Peel. Slice and cook until tender. Have ready a savory sauce. To make this, take half a cup (four ounces) of vinegar, eight ounces of hot water, a good-sized minced onion, and cook together.

In a saucepan melt two tablespoonfuls of fat and blend with two tablespoonfuls of flour. Pour over the liquid and cook until smooth. Beat into this the yolks of two eggs. This amount of sauce will dress a good many servings of turnips, as only a small quantity is required. The sauce should be seasoned with salt and pepper.

### Baked Tomato Surprise

An unusual dish is Baked Tomato Surprise. Take one quart of canned tomatoes. Season with a tablespoonful of sugar, salt and pepper, and a tablespoonful of butter. Take an equal quantity of shredded cabbage which has been cooked in boiling salted water until partly tender. There should be a full quart after the cabbage is cooked and drained. We now have two quarts of the vegetable

For each two quarts allow a cup of grated cheese. Grease a baking dish, put in a layer of the parboiled cabbage, a



layer of tomato, dot with bits of butter, sprinkle with minced onion and the grated cheese. Repeat until the dish is full, having buttered crumbs on top. Just before the dish is removed from the oven sprinkle with chopped parsley. Serve hot.

### Baked Parsnips

Clean and cut into even-sized pieces. Cook in boiling salted water until tender. Put into a baking dish. Dust lightly with sugar, salt and pepper. Place a couple of layers of bacon strips on top. Bake until the bacon is crisped delicately. Serve a strip of bacon and two pieces of parsnip to an individual.

### Carrot Relish

Boil equal quantities of carrots and beets. Chop and cover with sweetened spiced vinegar. Take equal parts of vinegar and water, and to each pint allow one cup of sugar, a quarter of a teaspoonful of cinnamon and a teaspoonful of minced onion. Boil, pour over the hot relish and serve.

### Corn and Beans

Take equal quantities of canned corn and cooked baby Lima beans. Use sufficient milk to cover. Season with salt, pepper, and butter, and thicken the dressing with just enough flour to give it a creamy consistency.

### Old-Fashioned Turnip

Get the yellow rutabaga turnips. Slice, pare and soak in cold water an hour. Cook in boiling salted water until tender. Have ready a third the same quantity of mashed white potato. Mash the turnip and beat the two together, thoroughly seasoning with butter, salt and pepper.

## NEW PRODUCTS OF J. HUNGERFORD SMITH

**Three New Fountain Supplies Are Being Introduced to Trade by Well-known Firm—Old Fashioned Chocolate Cerises D'or (Golden Cherries) and Nectarean Sundae**

Three new products recently perfected by the J. Hungerford Smith Co., of Rochester, N. Y., are now being sold to the trade. The first product is old fashioned chocolate, a real chocolate and not cocoa. It is stated that this chocolate is rich in flavor, unusually heavy in consistency and contains a large amount of butter fat which is held in suspension perfectly because of the special process used in its manufacture, thereby eliminating any possibility of any greasy after-taste in fountain drinks. This chocolate can be used for sundaes, hot chocolates and all kinds of chocolate drinks.

Another new product of this company is cerises d'or (golden cherries). These cherries are of French style, golden in color, and are said to differ remarkably in taste from other cherries. In limeades, lemonades and as a topping for sundaes and desserts they add a touch of discriminating service.

The third new product of the J. Hungerford Smith Co. is called Nectarean Sundae. This is made from sliced peaches, pineapple cubes and red, green and golden cherries. It appeals to the eye and can be used to advantage in making new and popular fancy fountain dishes.

## OHIO ICE CREAM COMPANY LOSES SUIT OVER LEVY ON NEW STOCK

The state of Ohio will be approximately \$300,000 richer within a few days as the result of the state supreme court upholding the validity of the law relating to the issuance of nonpar common stock by corporations.

The Telling-Belle Vernon Ice Cream Company contended that it was not compelled to pay any incorporation fee of 10 cents per share on common non-par stock under reorganization, the word "reorganized" being left out of the law through oversight. A suit was brought in the Franklin County courts by Attorney General Price to test the validity of the company's contention.

The courts construed the law to apply to reorganizations the same as to incorporation of new companies.

# Runs Soda Fountain in Garage

*California Young Woman Operates Fountain as Side Line and Makes Money Serving Automobilists Stopping for Supplies—Remarkable Business Career of Miss Lillian Yaegar*

A GARAGE would be about the last place one would expect to find a soda fountain—and yet, why not? People who stop for gas or small repairs are more than likely to welcome the opportunity for something in the way of refreshment, and if a tow job is brought in and the owners of the car have had a strenuous time, fountain refreshments are sure to be welcome.

It is not often that a woman is the proprietor of a garage, and a successful proprietor at that, so here in the first place, Miss Yaegar exhibited her originality and initiative. She never heard of anyone putting a soda fountain in a garage, but she could see no reason why it would not pay—and it has!

Well, to begin at the very first of the story! Miss Lillian Yaegar confesses to thirty-two years of age. She has an establishment in which twenty men are employed. Her place of business is one of the prominent corners of Fullerton, California. She owns several building lots in this city. Two residences which are regularly rented to satisfactory tenants, assure her a substantial income each month, and she owns a beautiful, modern, two-story home of her own in a select portion of Fullerton.

No, she did not inherit a fortune, nor have rich backers, for on January 27, 1914, she began her independent business career with a capital of \$71.85, plus a great faith in her own ability to work and push and smile. The record of what she has done reads almost like a fairy tale—but it is true, and Miss Yaegar feels that her garage business plus her soda fountain, have been a winning team.

## Borrowed \$1,000 to Start Business.

To begin with, she realized that she must have more money, so she put the \$71.85 into the bank that she might have something to fall back on. Then she went out and borrowed \$1,000. Miss Yaegar's previous record of good character, sincerity, and a willingness to work, made this possible. She determined that the \$1,000 should be her working capital.

The first thing she did was to build an automobile supply station. This she operated herself. Before very long, she erected a corrugated iron garage and employed a man to attend to the repair work, for Miss Yaegar had learned that many people who stopped for oil and gas and small accessories, were anxious to have immediate repairs or adjustments made.

The young woman's home was next to her garage and she worked as long hours as it was necessary, and she says her working day sometimes ran close to twenty and even twenty-four hours.

By this time, Miss Yaegar had thought out very clearly what she wanted to do. First, she wished to have the local agency for a well-known car. So she went to her banker and got a letter from him. Armed with this letter, she went straight to the headquarters of the man who controlled the agency for the Pacific Coast. This man read the letter, looked over the young woman and decided that she was a live-wire prospect.

He decided to let her have the agency and advised her to get in a single car, to sell it and then to reinvest the money in another, and so on, until she had a good start. But the energetic girl shook her head and to the astonishment of the executive, actually ordered a carload of this make of automobiles to be delivered as soon as possible.

It looked like a big venture, but remember Miss

Yaegar had faith in herself. That carload was sold before they arrived. Moreover, she sold 125 carloads of that make in a single year, and over 50 cars of another make during the same time. By this time the agent began to sit up and take notice.

At the present time, Miss Yaegar's garage is located in a very pleasant structure of hollow tile. Part of this structure is one story, while the garage is two stories. It is new and cost \$75,000, and is located just beyond the main business district. The interior decorations cost \$1,000, or as much as her original borrowed capital.

## Installs Fountain in Garage

The new inviting interior of the supply station, literally cried for a soda fountain, and so Miss Yaegar proceeded to put one in. It had a counter six feet long. Everything was shining and clean, for the repair shop and the auto top department were in the top of the two-story building, while the battery service, storage, dressing room, and shower baths for the employees, were on the first floor. There was nothing in the soda fountain surroundings to be in the least suggestive of a workshop. In a remarkably short time, the six-foot soda fountain had to be replaced by one sixteen feet long and flanked by a good-sized cigar stand at one end.

It now seemed expedient to Miss Yaegar to lease her supply station business to the Standard Oil Company, as she found that she had built up trade enough to warrant a rent equal to the net monthly profits of the business under her operation. This relieved her considerably and gave her more time for the personal direction of her repair and battery work and the soda fountain management. She is recognized as one of the well-to-do and stable citizens of Fullerton, and her townspeople are proud of her.

Asked by an interviewer how she had done so much in so short a time, she replied, giving the secret in three words, "I worked hard."

## Business Increases Rapidly

At the time Miss Yaegar leased the service station to the Standard Oil Company, she moved her fountain to a room of its own in her garage building. This called for new decorations and surroundings. The thousand dollars originally expended had seemed like a lot but now she was ready for larger things. The decorations of this room are of hand-work and in keeping with the mahogany fixtures, all of which represent an investment of \$6,000, the business having increased to justify this enlargement.

Miss Yaegar's idea in installing the fountain was two-fold. First, she thought that a customer waiting would appreciate having something to drink; secondly, the time would not seem so long in having the work done. In other words, the fountain would help take up the patron's attention, and be a paying proposition at the same time. Results have justified her expectations.

It is interesting to know that when Miss Yaegar was a little girl of eleven years she worked in a candy store. As she grew a little older, she helped make the candy and freeze the ices and helped with the bookkeeping. Detail by detail, she picked up much practical knowledge, and saw, moreover, how eagerly people bought good things to eat.

She found that she had a knack for selling and pleasing, and she wanted to go into business for herself. She was fond of anything in a mechanical

line, and so her first venture was in a bicycle repair shop. It was this training which led her to think of the service station, and led on step by step, to the garage business and automobile selling end of the game which has proved so profitable.

But back somewhere in Miss Yaeger's head was the natural feminine fondness for mixing good things to eat and drink, and her native sense of hospitality, coupled with her keen business judgment, prompted her to start the soda fountain. Because of her experience and adaptability, she has made a success of her undertaking.

### WESTERN SERVICE DECLARED SUPERIOR

#### California Fountain Man Compares Eastern Establishments With Those on Coast to Disadvantage of Former—Better Treatment of Customers and Higher Quality Claimed

That patrons of confectionery stores and soda fountains on the Pacific Coast receive better service than those of similar establishments in the East and Middle West, is the opinion voiced by Fred Kruse of Berkeley, Cal., who returned recently from an extended trip into those sections of the country. Goods of a better quality are served on the Pacific Coast than elsewhere, but prices are no higher, considering quality, he said.

"The service, or rather the lack of service, in many of the large shops in the East, was a surprise to me," said Mr. Kruse. "Patrons there put up with a lot of inconveniences that would not be tolerated for a minute in California. Of course, conditions are different there and I do not blame the owners of shops. I think that we go in too much for service in the West, but it seems to be demanded.

"The weather was very warm when I was in the Eastern States and it was a revelation to see the way that people flocked to the soft drink places. No one seemed to care whether they had a seat or not and it was very interesting to see them stand around a fountain sipping their refreshments, or waiting an opportunity of getting to the counter. Such a thing as waiting for a place at the counter or at the tables is almost unknown in California and in all my experience I have never seen a lady take a drink in a refreshment parlor on the Coast without having a seat. If one place is filled they simply go to another.

"Another thing I noticed was the demand for a cheaper class of drinks. Ten cent sellers seemed to be popular everywhere, while in California fifteen cent drinks are largely in demand. We do not have the population to draw from out here that the eastern trade has and have to go after business on a quality basis, rather than one of volume. It is very rarely the case that an eastern confectioner or soda fountain proprietor visits the Pacific Coast, but I believe that they have more to learn from us than we have from them. Business out here is on a cleaner cut basis, stores are uniformly more tidy, better wages are paid and better service is secured."

Smith, the hotel manager and Jones, a manufacturer's agent, were talking one day about their respective business interests.

"I say," remarked Jones, "how ever do you use such an enormous quantity of pears and peaches?"

"Well," replied Smith, "we eat what we can, and what we can't eat we can."

"Indeed!" said the other. "We do about the same in our business."

"How is that?"

"We sell an order when we can sell it, and when we can't we cancel it."—*Grocers' Weekly*.

### CONSTRUCTION STARTED ON M & G ICE CREAM PLANT

In the presence of several hundred people, ground was formerly broken recently for the new \$500,000 ice cream plant of Mealey and Goode on Hanover Boulevard, Allentown, Pa. Addresses were delivered by Mayor Malcolm W. Gross and several other city officials, after which the directors of the company, in turn, broke ground, by using a spade and shovel. The directors are John G. Mealey, John I. Goode, Harvey H. Farr, John A. Nallin, Oscar G. Tallman, Joseph Gorman, Carl Bauer and Frederick Weaver.

The building will be 158 by 136 feet, three stories in height, of reinforced concrete construction. There will also be a two-story garage and shop, 88 by 54 feet. Immense quantities of material will be required, including 3,500 yards of concrete, 250 tons of reinforcing steel, 20,000 feet of North Carolina pine for form lumber, 7,000 barrels of cement, 4,000 tons of slag or crushed stone, and 2,500 tons of sand. The extensive excavations will amount to 4,300 cubic yards.

Two artesian wells will be drilled to supply the water and a 200 yard siding will be run to the plant from the Lehigh and New England railroad. The plant will have a capacity of 6,000 gallons of ice cream on a 10-hour run, which can be increased to 12,000 on a double shift. The plant will be ready for occupancy early in the New Year.

### ATLANTA CONFECTIONERS ORGANIZE

Wholesale confectioners of Atlanta, Ga., met recently at a dinner tendered them by the Sweets Publishing Co., of that city, and formed the Atlanta Wholesale Confectioners' Association, which will later become affiliated with the Southern Wholesale Confectioners' Association. Walter A. Brower, of the Brower Candy Co., was elected president; J. L. Tenenbaum, of Tenenbaum Bros., vice president; J. D. Mangum, of Harry L. Schlesinger Co., secretary, and J. B. Zackry, of T. S. Lewis Co., treasurer.

### IN A FIVE-FOOT CIRCLE

The Snug-seat Company of America has recently been organized with offices at Pittsburgh, Pa., and having acquired the entire Snug-seat branch of the W. B. McLean Manufacturing Company, will manufacture and market this store equipment.

The various types of Snug-seats will be continued, but will be sold through the medium of jobbers, instead of direct to stores as heretofore. The sets will be sold on approval, the purchaser having the privilege of returning the equipment if not satisfied after trying it in his store.

Snug-seat sets are made in four styles, all of which include a table and four chairs. When occupied by four customers the table and chairs cover a circle of floor space only five feet in diameter. When not occupied, the chairs nest snugly under the table. Several styles of table tops are made, one of glass to display merchandise underneath, one of polished hardwood and others of white and black carrara glass. A complete catalog of Snug-seat sets will be sent to anyone interested upon request to the company.



# Ice Cream Department

Conducted by ALFRED C. FRASER

## Hunger for Cream Knows No Season

*Sales Can Be Stimulated During Cold Weather for Americans Have Cultivated Taste for This Food Which May Be Appealed to at All Times of the Year*

WHILE most soda fountain operators, including those who operate their fountains as a sideline, now keep after the soda trade the year round, instead of shutting down their fountains at the first breath of winter, it is unfortunate that many think of the winter fountain business almost entirely from the hot soda standpoint, unconsciously, perhaps, regarding ice cream as a summer delicacy. While the importance of featuring hot soda in winter is important, it is not to be forgotten that people have long since been educated to the fact that ice cream is one of the most delicious and nourishing foods ever created. Most people with ordinary intelligence now know that ice cream is a good food in the winter as well as in the summer.

Soda shops serving luncheons can well feature ice cream during the winter months, for persons who relish eating this dish in the summer will continue to do so in the winter. If some hot dish or drink is taken with the lunch, as soup or tea or coffee, the cooling effect of the ice cream is offset. A druggist located in a city in western New York reports that he sells as much ice cream in the winter as he does in the summer. His store is located near a large ice rink, and skaters flock to his fountain to get ice cream. While many, especially the women skaters, sit at tables and eat sundaes, the greater call is for cones. At first this druggist sold sandwiches, but discontinued this service because practically all the demand was for ice cream.

The winter has great opportunities for selling ice cream to clubs, socials, and other functions. Surely, Christmas and New Year's Day require ice cream to make them complete. Often special bricks are put up for these holidays and with a little pushing, sales are made rapidly and easily. And even though the weather be cold, people like ice cream, for the desire to eat it is not prompted from being overheated, but is more from the educated taste for this dish. Surely the American people have acquired a taste for ice cream.

A certain soda shop owner in Brooklyn, N. Y., goes out after the winter ice cream business with a vim. He watches all the papers for coming social events and tries to sell ice cream to the persons in charge. If there is going to be a policeman's ball for the benefit of widowed cooks, he gets right on the job and either by letter or by personal calls, captures an order for one hundred gallons of ice cream. If the First Church is planning a social or the McGinks are giving a big house party, this Brooklyn fountain operator is sure to find the news and quickly get the machinery in motion to get an ice cream order. As a result his winter sales of ice cream are nearly as great as those of the summer.

Advertising, the use of telephone and mailing lists are

of as much value in the winter as in the summer to stimulate ice cream sales.

Another fountain operator has worked up a fine Sunday and holiday trade in ice cream, having special bricks made, varying in flavors each week. Deliveries are made on Sunday, amounting to nearly 80 quarts, by a boy at any time desired. Many families have grown into the habit of making ice cream a regular part of their Sunday menu.

Fountain signs in the winter should not feature hot soda and the luncheonette to the exclusion of ice cream, for this food is gaining in favor as a year-round dish. For a change, try featuring an especially tasty sundae on some winter day and you will find that your customers' ice cream tastes have not frozen up. Or if you run a regular luncheon, place ice cream on the menu and you will find that it is a popular winter food.

A soda shop in a city in the Middle West has been carrying on a successful campaign to take ice cream out of the class of seasonal foods. In its newspaper advertising, carls in street cars and signs in the store, the pictures contained in the advertisements vary with the seasons, as December a winter landscape is shown. By means of this subtle suggestion, ice cream becomes associated with all seasons. Some of the advertisements have borne the slogan, "The Hunger for Ice Cream Knows No Season." This sort of educational advertising has paid this soda fountain operator well, and it undoubtedly would be of great value to the soda business everywhere if fountain owners undertook a general campaign to take ice cream out of the seasonal foods.

Burdan Bros., ice cream manufacturers of Wilmington, Del., have taken up this new idea and are going to advertise the health and food value of their ice cream all the year round.

Ice cream consumption has been on the increase since prohibition became effective. In Wilmington alone, 2,000,000 quarts of ice cream are consumed yearly. This is an average of 18 quarts per person. There is no doubt but what these figures will double themselves in the next year, due to the growing popularity of ice cream and the various attractive ways in which it is being served to the public in the many ice cream establishments, soda fountains, tea houses, etc.

C. C. Burdan of Burdan Bros., said recently, "Up to the present time ice cream has been considered a treat or confection for the summer time alone. If little Johnnie was a good boy he might have a dish of ice cream. Johnnie should have his ice cream regularly every day, winter and summer.

"It would make him grow. My own two boys, for instance, big six-footers, owe their health and strength to ice cream. They would eat it all the time.

"This means that the people should eat ice cream more for children's growth than ice cream. Also ice cream is a most energizing food—better and more healthful than

a lot of heavier and more indigestible foods that people now eat.

"This means that the people should eat ice cream more often—we believe from a health and food standpoint, ice cream should be on the table every day in the week. So we are going to advertise Burdan's ice cream on that basis for a solid year.

"Health for the kiddies and strength and energy for the grown-ups. We are going to revolutionize an eating habit. It is not unusual to change a custom in this way. Right here in Wilmington, an underwear manufacturer was instrumental in changing the underwear habits of the people of this country. Men wear athletic underwear the year around now, because Topkis Brothers told them of the health advantages of letting their skin breathe.

"Aunt Jemima Pancakes used to be made only in winter for no earthly reason. Now a lot of people eat Aunt Jemima pancakes the year around, because there is every reason why they should.

"So it goes—people can eat ice cream in winter now, in their warm cozy homes and thrive on it."

## PACIFIC COAST ICE CREAM MAKERS MEET

Sixth Annual Convention of Pacific Ice Cream Manufacturers' Association Was Held In Seattle, Wash. On November 14, 15 and 16 With Over 300 In Attendance

"Effective advertising is the greatest single factor of successful business," said Harry C. Stokes, President of the Western Washington Ice Cream Manufacturers' Association, speaking before the sixth annual convention of the Pacific Ice Cream Manufacturers' Association, held at the New Washington Hotel, Seattle, Wash., on November 14, 15 and 16. Efficient management, so that the products can be sold at the lowest possible cost, gathering of knowledge of all modern manufacturing methods, proper purchasing of materials and correct distribution of the manufactured product, were urged by Mr. Stokes.

Cooperative advertising through dairy associations and ice cream manufacturers was urged by J. E. Dunne, President of the association. A. R. Fernald, of Detroit, Mich., spoke on "Broad-Minded Advertising."

A number of other important papers were presented, among which are: "Chocolate Ice Cream," by G. S. Woodford, of San Francisco, Cal.; "Delivery and Keeping Ice Cream in Condition at the Fountain," by George Burt, of Portland, Ore.; "Ice Cream Improvers—Do They Improve?" by W. P. Abel, of New York City; "California's Fight Against Selling Ice Cream by Weight," by Robert J. Dryden, of Oakland, Cal.; "Long Distance Delivery by Auto and Its Cost," by W. C. Robb, of Puyallup, Wash.; "The Ice Cream Business in Idaho," by J. F. Brown, Payette, Idaho; "Let's Understand Gelatine," by L. O. Thayer, of New York City; "Consistency, Thou Art a Jewel," by Frank Flood, of Spokane, Wash.; "Cabinets, Containers and Reicing," by E. C. Schmidt, of Salt Lake City, Utah; "Cooperation with the Public," by F. E. Miller, of Oakland, Cal.; "Knowing Milk for Quality's Sake," by Dr. S. A. Huntington, of Tacoma, Wash.; "Bacterial Control," by E. G. Emery, of Bellingham, Wash.

W. V. S. Robb, manager of the Hollywood Farms, Seattle, Wash., was elected president; G. W. Weatherly, of Portland, Ore., first vice-president; D. M. Dorman, of Los Angeles, Cal., second vice-president; A. F. Bird, of Seattle, Wash., third vice-president and treasurer; Bert H. Walker, of Tacoma, Wash., secretary, and Jay H. Kugler, of San Francisco, Cal., field secretary.

The board of directors consist of A. F. Bird, of Seattle, Wash.; D. M. Dorman, of Los Angeles, Cal.; J. E. Dunne, of Portland, Ore.; G. S. Helphrey, of Sandpoint, Idaho; H. B. Hirsh, of Butte, Mont.; F. N. Martin, of Spokane, Wash.; W. V. S. Robb, of Seattle, Wash.; V. A. Sampsell, of Billings, Mont.; J. A. Simonson, of Yakima, Wash.; H. C. Stokes, Seattle, Wash.;

Bert H. Walker, of Tacoma, Wash., and G. W. Walker, of Portland, Ore.

The association went on record as approving the work of the Anti-Blue Law Association, urging members to join the latter organization.

## SAMOSSET CHOCOLATES COMPANY EXPANDS

Increases Capital and Buys Boston Candy Plant of Loose-Wiles Co. and Will Control Sales in Eastern Territory for Period of Nine Years.

Final papers have been signed in connection with the deal, which has been under negotiation for several months, for the purchase of the Loose-Wiles Co., by the Samosset Chocolates Co. The Loose-Wiles plant is located at 119-127 Washington Street, Boston, and henceforth will be operated as a portion of the plant of the Samosset Co. It is planned to eventually operate exclusively in the large, new up-to-date Samosset plant at 178 Atlantic Avenue.

The Loose-Wiles Co.'s capital stock is owned by the Loose-Wiles Biscuit Co. of New York. This company's Boston candy plant represents its candy and confectionery interests in the East and one of the clauses of the sale to the Samosset Co. is that the Loose-Wiles Biscuit Co. agrees not to enter the Eastern candy field for a period of nine years, although the company will retain its large similar confectionery interests in the West and South.

A reorganization of the Samosset Chocolates Co.'s finances has also been made in connection with the Loose-Wiles purchase. Authorized capital stock has been changed to 7000 shares of no par value preferred and 5000 shares of no par value common. There has been issued about \$350,000 7 per cent five-year debenture notes. Both preferred and common stockholders subscribed to these debentures and additional funds were secured through subscriptions from other interests, so that new capital amounting to somewhat over \$250,000 has been secured.

Alfred T. Haskell, present of the Samosset Chocolates Co., will continue to head the reorganized and enlarged company, and William E. Crosby, formerly treasurer of the Loose-Wiles Co., has been elected treasurer.

## WEST VIRGINIA ICE CREAM MAKERS HOLD CONVENTION AT WHEELING

The eleventh annual convention of the West Virginia Ice Cream Manufacturers' Association was held on November 21 and 22 at the Windsor Hotel, Wheeling, W. Va. Several talks on matters of interest to the trade were given and it was decided to hold the next convention at Huntington.

W. M. B. Sine, of Clarksburg, was elected president; F. B. Haffner, of Elkins, vice-president; C. F. Jamison, of Huntington, secretary-treasurer, and the following were elected directors: W. M. B. Sine, H. G. Bradley, of Bluefield; D. P. Wickham, of Mullens; George W. Schuttler, of Wheeling; F. B. Haffner, and F. A. Hummel, of McDonald.

## SHORT COURSE IN ICE CREAM MAKING

An eight-week course in ice cream making will be given by the New York State School at Cobleskill, from January 3 to February 24. The school has excellent facilities for giving thorough training in this field and the course outlined will include detailed instruction in the preparation and care of ice cream. Applicants for enrollment must be eighteen years of age. Tuition is free to residents of the State.

## ARGENTINE CHERRIES COME TO U. S.

A ton of cherries from Argentina was recently brought to the New York market by the steamship, American Legion. This consignment is said to be the first of this kind of fruit ever sent from Argentina to the United States.

## Supply Men Hold Two Big Expositions

*Extensive Exhibits of Machinery, Equipment and Supplies Held at Buffalo, N. Y., and Atlanta, Ga., Draw Large Numbers of Ice Cream Manufacturers from Many States*

**T**WO successful expositions of machinery, equipment and supplies used in the manufacture of ice cream were recently held by the Association of Ice Cream Supply Men, a national organization with headquarters in New York City. The third annual eastern exposition of the association was held in Elmwood Music Hall, Buffalo, N. Y., on Oct. 31 to Nov. 5, with a total registration of 1,250 delegates from 21 states. Approximately 100 manufacturers of ice cream machinery, flavors, extracts, gelatine, etc., had exhibits of their products.

The first southern exposition of this association was held in the Atlanta, Ga., Armory on Nov. 28 to Dec. 2, with a registration of 750 from 17 states. The southern exposition was held in conjunction with the annual conventions of the Southern Association of Ice Cream Manufacturers, the North Carolina Association of Ice Cream Manufacturers and the Tri-State Association of Ice Cream Manufacturers of Georgia, South Carolina and Alabama.

Several important papers were presented at the technical sessions of the Southern Association of Ice Cream Manufacturers, among which were: "The Ice Cream Situation and Its Opportunities for the Future," by M. D. Munn, President, National Dairy Council, Chicago, Ill.; "Increasing Ice Cream Sales in Winter," by J. R. Jones, Little Rock, Ark.; "Should a Butterfat Standard be Enforced?" by W. E. Drake, Nashville,

Tenn.; "How Can the Southern Manufacturer Increase Consumption of Ice Cream Per Capita to Compare with that of the East?", by W. J. Barritt, Tampa, Fla., and C. A. Odom, Macon, Fla. W. W. Campbell, of Shreveport, La., was elected president, and J. W. Clouton, of Decatur, Ala., secretary and treasurer.

A resolution was passed by the Southern Association and later incorporated in the by-laws, which calls upon its members to maintain a butterfat standard of at least eight per cent and a total solids standard of at least thirty-one per cent in all ice cream manufactured by them.

Both the eastern and southern exhibitions of machinery, equipment and supplies were successful in every respect, with displays of practically everything used in the manufacture of ice cream.

The officers of the Association of Ice Cream Supply Men are: Oliver S. Jordan, of Brown & Shaw, New York City, president; Harvey M. Miller, of Miller Pasteurizing Machine Co., Canton, O., vice-president; Thos. D. Cutler, of New York City, treasurer, and Roberts Everett, secretary-manager.

Commenting on the importance of the southern exposition, George E. Dillman, manager of the Bishop & Babcock Co., for Georgia, said:

"This show of machinery and supplies clearly reflects the inventive ingenuity of the industry that has not



*View of Eastern Exposition of Association of Ice Cream Supply Men, Held Recently at Buffalo, N. Y., with an Attendance of 1250 Delegates*

only made it possible to keep production consistent with demand, but increase quality standards with a decrease in production costs. The growth of the ice cream business during the past twenty years has been tremendous and the magnitude of the business today is due largely to the progressive policies back of the industry, the most important being the honest endeavor of ice cream manufacturers to utilize every improvement in either material or equipment to make the business bigger and better.

"Owing to the high quality maintained in the manufacture of commercial ice cream and the continual adoption of the most modern methods of manufacture the business has grown to the point of serving practically every man, woman and child in the country. Years ago ice cream was considered a luxury and in these days most of it was of the "home-made" variety.

#### **Influence of Machinery**

"Since the advent of commercial manufacture the business itself has increased yearly and at the same time opened avenues of other business pursuits of a relative nature. There are now innumerable large dairy enterprises catering to the ice cream manufacturing business and scores of large manufacturers building machinery for dairies and ice cream manufacturing plants, and these machinery manufacturers are continually making improvements. In an exposition such as we have here, manufacturers of ice cream have an opportunity to see the very latest machinery and supplies and in this manner obtain invaluable knowledge.

"It is just as true of the ice cream business as any other manufacturing business that methods of manufacture are continually changing because of the invention of more improved machinery and methods and benefits thus obtained pass along the trail to the millions of ice cream consumers. Dairy enterprises are continually looking for better dairy equipment and manufacturers of dairy equipment are consistently co-operating by means of improved products.

#### **The Soda Fountain Side**

"Ice cream manufacturers want better and more advanced equipment if it is possible to be had and this keeps other manufacturers of ice cream manufacturing machinery and supplies on the alert for improvements. Manufacturers of soda fountains, the chief medium through which ice cream is distributed to the consumers, have made great improvements in the construction of soda fountains, the intention of these improvements being the same as the intentions back of improvements in other ice cream equipment to maintain the highest standard of service."

#### **PENNSYLVANIA MANUFACTURERS MEET**

The annual convention of the Association of Ice Cream Manufacturers of Pennsylvania was held on Oct. 31 and Nov. 1 at the Lawrence Hotel, Erie, Pa. Following the address of welcome by Mayor Kitts of Erie, William J. Stern addressed the association, quoting statistics showing that more than \$35,000,000 was invested in the ice cream industry in Pennsylvania and that more than 22,000,000 gallons were consumed in that state during the past year.

#### **NEW PACKAGE FOR CLAM BOUILLON**

Burnham's Clam Bouillon is now put up in individual service bottles containing 1½ oz. each, and when served with a biscuit makes a satisfying lunch for a business man. These small bottles are packed 100 to the case and the price is \$6.00 per case which gives the dealer a satisfactory and a positive profit with no waste. Orders should be placed through your jobber. Specify the 1½ oz. size as this product is also packed in 3 oz., 7 oz. and 14 oz. bottles.

#### **AN IMPROVED GLASS AND DISH WASHER**

**New Crescent Model Combines Efficiency and Compactness and Its Use Is Possible Where Only Limited Space Is Available**

One of the chief drawbacks to efficient operation of a mechanical glass and dish washer has been overcome in the design and construction of the new CRESCENT Model "R." It is a fact that the usual type of dish washer, of either large or small capacity, takes up more room behind a soda fountain or in a lunch room kitchen than can ordinarily be spared.

The manufacturers of the CRESCENT line of electric glass and dish washers have been studying the problem presented by the needs of owners who must make every square foot of floor space productive. After more than a year's experimentation, they have evolved the new Model "R", and have placed it on the market. It is a decided innovation in the field of dish washers as it can be operated efficiently without the use of tables in even the limited space behind soda fountains or in very small kitchens, although provision is made for table connections where they are needed.

The machine is only 23 inches square and stands at table height, and due to its extreme compactness, it is expected that the new model will be adaptable to many soda fountains and luncheonettes where no dish washer could formerly be accommodated. The top, which is made of pressed metal, raises in the same fashion as a phonograph cover. The raising of the cover automatically raises the rack of dishes within cabinet to table or working height.

The weight of top and rack are counterbalanced, but the pressure of one finger opens or closes it. It is only necessary for the operator to place a rack full of dishes on the supporting frame, lower the top, wash and rinse them by simply moving a handle and remove the rack when the dishes are washed. It takes but 30 seconds. The automatic raising of the rack on the horizontal carrier is an entirely new departure in the construction of mechanical dish washers.

The new machine can be operated even in a tight corner, or between upright fixtures, such as a refrigerator and a bank of shelves. It is thoroughly practical for small space operation. At times when a dish washer is not in use, it is taking up valuable space. Due to its height the new CRESCENT, when closed, can be used as a temporary storage place for dishes or supplies.

The new machine has handsome lines and looks business-like. It is evident that the designers spared no pains to compactness. By assembling the pump and motor in one unit, space has not only been saved, but a stronger and simpler assembly secured. The new model operates on the same revolving wash arm principle that is the noteworthy feature of the larger CRESCENT models. It has a washing capacity of 1,200 dishes or glasses per hour.

#### **CRACKER JACK PRICE REDUCED**

Rueckheim Bros. & Eckstein, manufacturers of Cracker Jack, have reduced the wholesale price on this confection so that it can be retailed for less than ten cents. East of the Rocky Mountains it is now selling for eight cents.

A reduction in the wholesale price of Angelus Marshmallows, manufactured by the same firm, is also announced, bringing the retail price from fifteen to twelve cents.

#### **CALIFORNIA ICE CREAM MAKERS MEET**

The California Butter, Cheese and Ice Cream Makers' Association and the California and Southwestern States Ice Cream Manufacturers Association met on Dec. 6 to 11, at Stockton, Cal., in conjunction with First Annual Pacific Slope Dairy Products Show held under the auspices of the California Dairy Council.



# New Federal Soda Tax Law

(Continued from page 28)

Mr. Smith. Mr. President, while this question is under discussion, may I say that quite a bit of complaint is coming from the vendors of soft drinks to the effect that the tax is unusually discriminatory against them. I should like to ask the Senator from Utah [Mr. Smoot], or the Senator from Indiana [Mr. Watson] this question: As I said, there is quite a bit of complaint coming from vendors of the so-called soft drinks to the effect that the old tax was discriminatory. I did not know the matter was coming up at this time, and had intended to prepare myself on it. My impression now is that they were taxed on the syrup and the compounds that entered into the making of the soft drinks, and then on the finished product as well. I do not know exactly the basis of their complaint at this time except that they claim it is discriminatory. I would like to know if the committee in considering it have imposed rather an unusual discriminatory tax?

## No Double Taxation Intended

Mr. Smoot. I will say to the Senator that whoever makes that statement is mistaken. It is not a double tax under the existing law. There is objection from the same source to paragraph (c), where there is imposed 10 cents per gallon. Paragraph (c) reads:

Upon all finished or fountain-syrups of the kinds used in manufacturing, compounding, or mixing drinks commonly known as soft drinks, sold by the manufacturer, producer, or importer, a tax of ten cents per gallon.

The committee reduced that ten cents a gallon to seven and one-half cents a gallon to equalize it with the other fountain beverages of this type in the section.

It is true that when the complaints were first lodged against the ten cents per gallon on these syrups, it was a discriminatory tax, but the committee reduced it to seven and one-half cents, which equalizes the other rate imposed under the section upon beverages wholly or partly from cereals or substitutes therefor or bottled beverages and the other beverages named in the section.

Mr. Smith. My impression was that they were complaining of the fact that they had a tax to pay upon the ingredients that went in and then a tax upon the compound after it was mixed.

Mr. Smoot. I will say to the Senator that is not true under the provisions of this bill. There is no such provision as that.

Mr. Smith. The old law has been amended in regard to this particular class of beverages?

Mr. Smoot. We have reduced the tax as provided in the old law. The old law provided for fifteen per cent. We had a specific change, at the request of the bottlers themselves. They thought the four cents on near bear and soft drinks was equal to the 15 per cent under the old law, but in figuring it out very closely, after the testimony was given, it was found that four cents was too high and the committee reduced it to two cents. In the items under paragraph (c), the fountain syrups, we figured that ten cents was equal to the old tax imposed, but seven and one-half cents makes it equal with the two cents that is imposed on the beverages.

Mr. Smith. On those containing a per cent of alcohol the tax is reduced to two cents?

Mr. Smoot: Yes; that is, where there is one-half of one per cent alcohol.

Mr. Smith. That has been reduced to two cents, and then to equalize it the other was reduced to seven and one-half cents?

Mr. Smoot. Yes.

## Tax on Syrups for Bottled Drinks Reduced

Mr. McCumber. Mr. President, I have a couple of small amendments which I desire to offer. One is on page 178, line 18. After the semicolon insert:

Except that upon any finished syrups intended to be used in the manufacture of carbonated beverages sold by

the manufacturer or producer in bottles or other closed containers there shall be levied, assessed, collected and paid on each gallon of syrup manufactured and so used a tax of five cents per gallon.

Under the amendment as adopted by the Senate there is a charge of seven and one-half cents per gallon upon fountain syrups of all kinds. These fountain syrups are used in two ways: One way is to serve them from the soda fountains in our drug stores. The syrup passes directly from the manufacturer to the soda fountain, where it is sold in drinks, mixed with carbonated waters. The other way is to sell the syrup to the bottlers, who make the pink and yellow pop, and so forth. They make their concoction, put it in bottles, then the bottles are sold to the dealer, and the dealer sells it to the consumer.

We regard this tax of seven and one-half cents upon the bottlers at least as being extremely heavy; so that I have provided that where the syrup is sold for this bottling purpose—and as the Senators know, in all cases these bottles are sold for five cents apiece, whereas the soda fountain receives from five to ten cents without having to go through the secondary process—the tax shall be reduced to five cents, so that it will be five cents per gallon if sold to the bottler, where it has to be made and resold to the dealer and resold again by the dealer, and in the other instance the tax of seven and one-half cents per gallon will be retained.

Mr. Simmons. Mr. President, I am very glad that the Senator in charge of the bill has proposed this amendment, and I hope it may be adopted. I have had a great many letters about this matter. The bottlers complain very greatly about the tax of seven and one-half cents. I think the reduction is not more than should be made; in fact, I think it is hardly as much as should be made.

## Manufacturers and Retailers Taxed

Mr. Myers. As I understood, those portions of the bill embodied on pages 177, 178, and 179, as they came to the Senate from the committee, the intention was to equalize the tax on the manufacturers of bottled soda water and the tax on dealers in soda water from soda fountains. That was the intention, was it not, to put them about on an equal footing?

Mr. McCumber. There was an attempt to place all on as nearly an equal footing as the committee at that time thought they could place them.

Mr. Myers. The Senate has adopted the committee amendments in these particulars. I am right in that statement, am I not?

Mr. McCumber. In those particulars; yes.

Mr. Myers. But the Senator is submitting a further amendment.

Mr. McCumber. A further amendment; yes.

Mr. Myers. Does the Senator think that would further tend to equalize the manufacturers and the fountain dealers in soda water, and put them more nearly on an equal footing?

Mr. McCumber. I think it would. I think it is a matter of justice to them.

Mr. Myers. The Senator thinks it would do justice to all alike?

Mr. McCumber. I think so. The Senator knows that these bottled goods, like the pops and the different kinds of soft drinks sold in bottles, are sold, as a rule, for five cents a bottle, and are manufactured to sell for that price. The manufacturers of these carbonated articles which are sold as I have suggested must first purchase their syrups; then they are converted into the goods which are bottled or put in containers; then they are sold to the dealer, and the dealer sells to the consumer; whereas at soda fountains they are purchased directly from the manufacturer of the syrup, and do not have to pass through these hands, and the soda-fountain proprietor generally receives ten



cents instead of five cents; but in either event he has had considerable of an advantage over the bottler.

It may be possible that in conference we may have to decide to balance or equalize something else, but I think this will make the tax operate more fairly than under the committee amendment.

#### Equalization of Tax

Mr. Myers. The Senator's idea, then, is to equalize the taxation on these two classes of people, is it? That is the object of his amendment?

Mr. McCumber. Yes; and to make it possible for these bottlers to continue in business they must be able to produce a drink that they can sell for five cents a bottle, and that will not cost them so much that they can not compete with the drug stores.

Mr. Myers. There has been a good deal of apprehension amongst the manufacturers of bottled soda water in the country lest Congress put upon them such a burden that they could not compete with those who retail soda water out of fountains. I am interested in seeing the manufacturers of bottled soft drinks have an equal show with the retailers who sell out of fountains. There should be no discrimination against them. Many manufacturers of bottled soft drinks have thousands of dollars invested in their business and it would be very unfair to discriminate against them. In some cases it would be confiscation of their property. I want to see them have an equal show and a fair deal. That is all I ask. That is all they ask. I have followed this closely, and I believe the committee wants to give the manufacturers a fair deal. There should be no discrimination between the manufacturer and the dealer who sells from the fountain. The Senator's idea is to avoid anything of that kind, is it?

Mr. McCumber. It is.

Mr. Myers. I am glad to know it. I accept his assurance that his amendment would carry out that idea. That being the case, I am for it.

Mr. McCumber. That is one of the purposes of the amendment.

Mr. Myers. I thank the Senator for the information.

Mr. Broussard. May I ask the Senator a question?

Mr. McCumber. Certainly.

Mr. Broussard. Would the amendment have the effect of doubling the tax on the syrup?

Mr. McCumber. No; it reduces it.

Mr. Broussard. There is no duplication of taxes, then?

Mr. McCumber. No; it simply reduces it. Now it is all seven and one-half cents per gallon. This provides that if it is used for the purpose of making these bottled goods the tax shall be only five cents instead of seven and one-half.

The President pro tempore. The question is on agreeing to the amendment.

The amendment was agreed to.

Mr. McCumber. Mr. President, I have only one more amendment, which is very short. It is found on pages 178 and 179.

The President pro tempore. Will the Senator from North Dakota send the amendment to the desk, so that it can be read?

Mr. King. May I interrupt the Senator for a moment?

Mr. McCumber. Certainly.

Mr. King. While we are discussing pages 177 and 178, dealing with beverages, I would like to suggest an amendment I have dealing with the same paragraph.

Mr. McCumber. I have one also. I think I can dispose of this in just a few minutes.

Mr. King. I was wondering if while we were considering these sections, I could offer my amendment.

#### Tax on Carbonic Acid Gas Reduced

Mr. McCumber. This is an amendment to the same section. My amendment is to strike out the figure "5," on line 2, page 179, and insert in lieu thereof the figure "3." The bill as it came from the House placed a duty of five cents per pound upon carbonic acid gas sold by the manufacturer, producer, or importer to a manufacturer of any carbonated beverages, and so forth. That carbonic acid gas is sold in the market at from eight to ten cents per pound, and this places a duty upon it, therefore, of from 50 to 60 per cent of its value. I think that is rather

heavy, and in order to bring it into conference, in order that we may have a reconsideration of it in conference, and make any further adjustment that may be necessary, I am asking to reduce it to three cents, cutting off two cents per pound.

#### WILL MAKE SYRUP FROM SWEET-POTATO

**Government Experts are Carrying on Experiments to Extract Syrup from Surplus and Cull Tubers which Would Ordinarily be Wasted Because of Unsuitability for Market**

Work is progressing favorably in connection with the development of the commercial possibilities of the sweet-potato syrup, under the direction of the Bureau of Chemistry of the United States Department of Agriculture. A method of getting a satisfactory syrup from surplus and cull sweet potatoes was worked out some time ago in the laboratories at Washington. A small experimental plant was erected at Fitzgerald, Ga., last spring, where 300 gallons were made and later distributed among syrup manufacturers, confectioners, bakers, wholesale jobbers, extension directors, and others likely to be interested in the project. Certain changes in the process to improve the quality and flavor of the syrup have been made. The plant at Fitzgerald is being equipped with additional machinery to embody these changes, and operations are being resumed.

The commercial possibilities of the new syrup have not yet been fully determined, but the local people are very enthusiastic about the product. Sweet-potato syrup is of interest to candy makers, blenders, and bakers, and also appeals to some as a table syrup. If the cost of production can be kept sufficiently low, sweet-potato syrup will probably prevent the waste of large quantities of sweet potatoes which are unsuitable for market.

#### SODA FOUNTAIN ENTHRALLS INDIANS OF FAR NORTH TRADING STATION

Young Canadians don't excel the Indians of the North country when it comes to drinking red, green, pink and yellow soda water, declares J. A. Morie, a confectioner of Edmonton, Canada, who established the "farthest north" soda fountain at Fort Smith last summer. Mr. Morie took in a complete plant for the manufacture of soft drinks and the production of these was an unending source of wonder to the aborigines.

The cylinder in which the drinks were made was buried under the ground, the liquids being piped to the store, and this enthralling process resulted in the entire Indian population being on hand so long as the performance lasted. Hour after hour, the squaws, children and men would sit in the store and gaze stolidly at the new fangled apparatus and every few minutes a round of colored drinks would be in order.

In addition to soft drinks, the Indians are "strong" on candies, and for once the natives' diet of straight fish and meat was tempered with the confections of civilization.

Like the camel, the Indians appear to have eight sets of stomachs specially constructed for the containing of liquids, and when Mr. Morie left the North they had apparently no idea of going out on their trap lines until the supply of lemonade, ginger pop and candies had disappeared.

#### NORTH CAROLINA MANUFACTURERS GIVE ORPHANS ICE CREAM

Every orphanage institution in the State of North Carolina was supplied with ice cream on Thanksgiving Day through the courtesy of the North Carolina Ice Cream Manufacturers' Association. There are twenty-three orphanages in the state and each was supplied from the nearest members of the association.

At the meeting of the association held in Raleigh last year, it was voted unanimously to make this a permanent custom.

### SECRET OF SUCCESS IN SERVING HOT SODA IS TO WATCH DETAILS

The cost of a cup of the finest kind of hot soda is not more than fifty per cent of the cost of the average glass of cold soda. So the dispenser can afford to make a bid for business by serving the very best.

When hot soda is in season, there is danger that the air of the store will become heavy and vitiated unless there is regular attention to ventilation. Avoid an overheated, a dusty, or a close atmosphere.

Make definite plans for advertising your soda fountain, and especially your hot soda fountain products throughout the cooler months of the year. People must be reminded again and again, and especially of that which has not been in the public eye for a time.

Dispensers should never tolerate the serving of a beverage hot or cold in such a manner that it slops over the side or edge. A cup, with a muddy streak of hot chocolate on it, or a milky rivulet running down the side of the glass is sure to be displeasing.

Stress the standbys and be sure that these are prime.

The hot soda specials should have regular attention in the window display schedule. Give time enough to thinking out these hot soda displays to make them tell the story you wish to put across.

Sign cards about the store which offer direct suggestions as to hot soda are helpful at this time of year. Have enough of these sign cards so that you can change them frequently. Vary the appearance of these cards so as to challenge attention.

By proper management, as large a business may be made on hot soda in the winter as on cold soda in the summer. Be satisfied, however, to expect to create the demand.

A customer may wait with patience for the serving of a hot drink today, but remembering how long it took, he will not come back tomorrow. Quick service tells at the present time, and helps to build business in the future.

Hot soda flavors which are "thin" and "slender" are a poor business proposition. Full, rich flavors are what please.

Rinse the hot soda cup with hot water before preparing the beverage. This dainty precaution will impress the customer and will prevent a cool, insipid drink.

Where milk is required to prepare a bouillon drink, keep a mixture of very rich milk diluted with one-third water in a hot water bath. This dilution helps prevent the formation of a surface skin, and as the milk is extra rich, the quality is not affected. Having the milk hot prevents cooling of the bouillon.

Many beverages are much better served with hot milk than with hot water. Among these are Oyster Bouillon, Chicken Bouillon, Beef Tea, Clam Bouillon, and Tomato Bouillon. In this case of Tomato Bouillon,

add a pinch of soda to the bouillon before combining with the hot milk.

The use of hot milk in many finished drinks in place of hot water, is the secret of the success of many a prominent fountain.

Hot coffee is a favorite with nearly everyone. "French Coffee" is made by taking a high grade of coffee extract and allowing two ounces to an eight ounce cup. Finish with hot water and serve with whipped cream, omitting the plain cream in the mixture. Serve with loaf sugar on the side and two small, sweet coffee crackers.

Clam juice spoils so readily that it must be kept on ice to preserve its flavor. A tiny portion of choice butter added just before the hot water is poured in, will greatly improve the flavor.

A Clam Juice Cocktail is made by taking half an ounce of lemon juice, an ounce and a half of clam juice, hot water, and a light sprinkling of celery salt.

### FOUR MACON, GA., FIRMS COMBINE

Four large ice cream firms of Macon, Ga., with combined value of approximately \$400,000, have consolidated under the firm name of the Kinnett-Odom Ice Cream Co. The concerns entering the merger are the Kinnett and the Odom Ice Cream Companies, the local branch of the Chapin-Saks Corporation and the Southern Ice and Cold Corporation.

J. D. Kinnett was elected president and general manager of the new company; C. A. Odom, vice president; R. L. Sparks, secretary, and Herbert Butterworth, treasurer.

The new firm will be capable of producing 5,000 gallons of ice cream per day.

### BUSINESS IS GOING UP

F. V. Kniest, of Omaha, Neb., is nothing if he is not original. He writes us that hard times struck bottom about October 1st, 1921, and that from now on business will be going up, and on the strength of this he authorizes us to continue his advertisement for another year as he is still after more business. Kniest has been in the brokerage business for eighteen years and he requests us to tell his friends that when they want to sell or want to buy a drug store; when they need a doctor, a dentist or a veterinarian, to be sure to write to him for terms on his guaranteed service. You assume no obligation in writing, and his address is F. V. Kniest, Peters Trust Building, Omaha, Nebraska.

Lives of flies too oft' remind us,  
Said the soda fountain bard,  
In departing leave behind them,  
Foot (?) prints on the menu card.  
And a card so punctuated,  
Always makes it sort'o' seem,  
That we'll find the fly's dead carcass  
Mixed up somewhere in the cream.

When the butcher answered the telephone the shrill voice of a little girl greeted him: "Hello! Is that Mr. Wilson?"

"Yes, Bessie," he answered kindly; "what can I do for you?"

"Oh, Mr. Wilson, please tell me where grandpa's liver is! The folks are out and I've got to put a hot flannel on it, and I don't know where it is."

## Trade Notes and Personals

### East

Michael Liss, 954 Mt. Prospect Ave., Newark, N. J., recently installed a Knight All White Vitreous soda fountain.

—Gustav A. Hoffman, of the Galliker Ice Cream Co., Johnstown, Pa., and Miss Bertha Griffith, of the same city, have been married.

—William Keller, of Lynbrook, L. I., recently purchased a 16-ft. Knight All White Vitreous fountain, which will be installed shortly.

—Announcement has been made that Burdan Bros. have decided to build a model ice cream manufacturing plant on their High Street property, Pottstown, Pa. This firm also operates a plant in Reading.

—Gustave Ramm, an ice cream dealer of Flushing, N. Y., was recently convicted of selling ice cream which when analyzed was found to contain only 6.4 per cent of butter fat instead of the legal 8 per cent. Sentence was suspended.

—Articles of partnership have been drawn up and signed between William B. Dow and Edwin C. Zoehler, Waltham, Mass., and henceforth the ice cream and confectionery business of the William B. Dow Co., will be conducted under the firm name of Dow & Zoehler.

—The annual convention of the Association of Ice Cream Manufacturers of Pennsylvania was held recently at the Lawrence Hotel, Erie, Pa. In the evening of the first day the delegates were entertained at a banquet as the guests of the three local ice cream manufacturers, the Lake Shore Ice Cream Co., the Erie County Milk Association and the Erie Pure Milk Co.

—The M. F. Fadden & Sons recently broke ground for their new ice cream factory in Kingston, Pa. This factory is to be the last word in sanitation and modern scientific manufacturing facilities, will cover approximately 20,000 square feet and will represent an investment of close to \$200,000. The factory will be built of steel and brick and almost completely enclosed in glass so that sunlight and fresh air will be in evidence in every nook and corner.

—Miss Grace Louise Mead, employed as a secretary by Tait Brothers, ice cream manufacturers, Springfield, Mass., whose products are retailed throughout southern New England, and Chauncey Wagner Henry of Newburyport, Mass., were married recently at Christ Church, Rev. John M. McGann, rector, officiating. Following a honeymoon motor trip through northern New England, Mr. and Mrs. Henry returned to their home in Boston.

—Antonio Coputo, proprietor of a soda and confectionery store at 30 Dudley St., Boston, Mass., was the victim of a holdup man on Nov. 29 and was robbed of \$35. The robber entered the store, pointed a revolver at Coputo and demanded he give him the contents of the cash register. Coputo complied with the demand. As the thief was leaving the store, he grabbed a bottle of grape juice and fled. Coputo was alone in the store at the time.

—At a special meeting of the stockholders of French Bros. Company, Inc., soda water bottlers, 44 Tainter St., Medford, Mass., it was voted to file a voluntary petition in bankruptcy, which was done on Nov. 21. The liabilities are listed at \$51,597 with uncertain assets. The secured claims total \$11,418, the principal secured creditor being Channing W. Willis, \$10,000. Among the unsecured creditors are the Suffolk Brewing Company, \$1,396; Burkhardt Brewing Company, \$1,443;

Orange Crush Company, \$2,752; United Metal Seals Company, \$1,469; Atwood Bros., \$1,725; Charles Bondt Glass Company, \$1,056; Charles P. French, \$5,382.

### Middle West

The annual convention of the Kansas Ice Cream Manufacturers' Association was held December 15 and 16 at the Baltimore Hotel, Kansas City, Mo.

—H. L. Pruett, proprietor of a confectionery shop at Centralia, Mo., is installing a new soda fountain, candy and cigar fixtures, which will make it one of the most up-to-date places in the state.

—T. L. Valerius, after 24 years of service as general superintendent of the Creamery Package Mfg. Co., has resigned to go with the Davis-Watkins Dairymen's Mfg. Co., Chicago, Ill. Mr. Valerius has laid out some of the largest ice cream and milk handling plants in and about our large cities and has played an important part in the improvement of milk and ice cream machinery.

—James T. Pollard, a druggist of Fulton, Mo., who had been handicapped because of lack of room for his patrons who came there to be served with ice cream and other confections, remedied the trouble, by building a spacious balcony in the rear of the store with a large stairway leading up to it. It is finely appointed as to furniture and fittings and special music is provided daily. Since building the new addition Mr. Pollard also has enlarged on his service. His menu, which formerly was confined to ice cream and fancy drinks, now includes all sorts of sandwiches, cakes, salads and light lunches. Fulton has four colleges and Mr. Pollard has a large college trade.

### West

The Candy Shop at Petaluma, Cal. was entered by thieves recently and a considerable sum of money taken.

—The trustees of San Leandro, Cal. are considering the passage of an ordinance licensing all soft drink places.

—An automobile crashed through the window of the O'Brien Confectionery at 1600 Haight street, San Francisco, Cal., recently, but no one was injured.

—"So Different", a confectionery store at Dayton, Wash., was recently sold by C. L. Hodge to W. H. Ingraham, of Walla Walla, Wash. Mr. and Mrs. Hodge will go to Seattle, Wash.

—A regulatory license tax designed to increase the license revenue of the City of Sacramento, Cal. went into effect the first of October. Ice cream manufacturers must pay a quarterly tax of \$18.

—J. H. Ackerman, of Los Angeles, Cal., president of the Pig'n Whistle Company, was a recent business visitor in San Francisco, where three stores are operated. Extensive improvements are being made at the store on Post Street, as well as in the one on Powell Street.

—Mrs. F. E. Miller, wife of F. E. Miller, of the Miller Ice Cream Co., Oakland, Cal., addressed the recent convention of the Pacific Ice Cream Manufacturers' Association at Seattle, Wash., on "The Silent Partner", setting forth the aid a wife can give her husband in his business.

—The ordinance increasing the license rate for soft drink establishments in San Jose, Cal. from \$10 to \$100 has been voted down in the City Council. Owners of many ice cream parlors appeared before that body and declared that they would be forced out of business if compelled to pay the higher rate.

—Two disastrous fires occurred at Sacramento, Cal. on October 29, resulting in heavy property loss and

taking the lives of two firemen as toll. The first of these broke out in the basement of the Sutter Candy Store and it was in this blaze that the firemen were killed. The second fire broke out shortly after noon in the Ryan Candy Store and it was necessary to carry several of the girl employees to safety. Escaping ammonia from pipes in both candy stores increased the difficulty of fighting the flames.

—George Haas & Sons, who conduct four large confectionery shops and refreshment parlors in San Francisco, Cal., two of which are on Market street, have secured a lease on a two story and basement building at 974 Market street and will open one of the finest stores of the kind in this city shortly after the first of the year. The location is within a stone's throw of three huge moving picture theaters in course of erection and in a district that will soon develop as the amusement center of the city.

### Obituaries

Henry Jay Evans, for many years connected with F. A. Kennedy Biscuit Company, and later with its successor, the National Biscuit Company, whose products are used largely by cafeterias and drug store lunch counters, recently died in Boston, Mass., where he had come on a visit from Chicago. Mr. Evans was born in Charlestown, Mass., 72 years ago. He was a director of the National Biscuit Company, as well as head of the purchasing department.

Madison M. Baker, treasurer of the St. Clair Chocolate Co., of Boston, Mass., died recently in that city at the age of 60 years. Mr. Baker was a member of the New England Confectioners' Club, the Carton Club, the Boston Chamber of Commerce and the National Paper Box Manufacturers' Association.

### TRAINING THE NEW MAN

It is hardly fair to the new man to give him a few general directions as to his store and soda fountain duties and then to expect him to measure up to whatever ideals his employer may have in mind. Ideals are excellent, but they must be shared in common if they are to be achieved by several people.

One employer who has excellent success training new men and inspiring them with loyalty to the firm and enthusiasm for their tasks, follows this plan:

First, the greatest of care is exercised in hiring help. He does not believe in engaging anybody who happens to come along either with or without references. He takes time to look up the record of the individual and to find if he is a person who has the right mental attitude toward work, who is not a wanderer, and who is not afraid to work.

Second, he has a very clear understanding with each new employee as to remuneration, opportunities for increase, time off, exact working hours, and general and specific duties for which each person will be held responsible.

Third, he takes nothing for granted. He gives the new man a typewritten list of the routine of store duties and what he will be expected to do; but he also makes it clear that in addition to the listed work he will be expected to use intelligent interest in handling anything which comes his way and which will advance the interests of the business. These directions are typewritten and have a cover, and he is permitted to retain them a week, making a copy of them if he wishes. Then they are returned.

Fourth, at the end of the week, his employer has an interview with him and asks him for a frank statement of any difficulties met. The employer at this time makes such suggestions as he believes will be for the benefit of the employee. A single book is given to be read, and this book is carefully chosen according to the ability and the academic qualifications of the worker. A word of encouragement is offered, and a definite time is appointed for another conference when the book shall have been finished.

Fifth, from time to time individual conferences are held so that any faults which the worker is showing may be taken up in a kindly manner, and any strong points praised, that there shall be no doubt as to the appreciation of the firm for real effort.

Sixth, the employer holds monthly conferences with his entire store force. These are not tedious but are snappy and full of inspiration. Plans are talked over, results obtained shown upon a blackboard, and suggestions received.

This man's business has grown, largely because of the interest of the helpers whom he has trained to take responsibility. Each one of the workers was a new man once, but by interest and a little intelligent forethought, he has been made valuable to himself and the firm. This proprietor believes that a big waste results to many firms through unnecessary help turnover. He aims to make new men into experienced men who are proud to be part of the organization.

### Belated Style

Busy about the entrance of an apartment building was a well-groomed colored man, whose outfit was rendered complete by a stylish light brown derby hat. A handsome motor car drew up at the curb and there alighted a fine looking gentleman, whose appearance and bearing bespoke authority and success.

"Good morning, George," was his cheery greeting to the smiling colored man. "See you are early with your fall hat, aren't you?"

"Well, no Boss," answered George. "It ain't that I'se early with mah new fall hat. No suh! But I'se late with mah last winter one."

"I do hope that you keep your cows in a pasture," said Mrs. Newlywed, as she paid the milkman.

"Yes'm," replied the milkman. "Of course we keeps them in a pasture."

"I'm so glad," gushed Mrs. Newlywed. "I have been told that pasteurized milk is much the best."

### QUO VADIS—SYRUP INGREDIENT PRICES?

(Continued from page 32)

poverty. In 1919, manufacturers secured sugar only with difficulty at prices ranging from 25c up to 28c a pound in ten to hundred ton lots. But, the gamblers overplayed their hands, for when the crash came and prices started downward, the warehouses of the Metropolitan district disgorged thousands of tons of sugar which had helped to push prices further down. Prices rode right down until today competition between refiners with prices at approximately 5c a pound, is extremely keen. In Cuba, much of the 1921 crop is still held, while the carry-over from 1920 is heavy. The country is bankrupt, and will very likely accept low prices for some time to come in order to realize on present holdings of raw sugar. Higher prices are not likely until, possibly, the middle of 1923, that is, if the 1922 crop is small as a result of the low price.

# BUSINESS RECORD NEWS

Latest Information Covering Incorporations, Changes and Business Transactions in the Soda Fountain and Allied Industries

## ARIZONA

Douglas—The Douglas Wholesale and Retail Candy Company, 1200 G Avenue, has been opened.  
Phoenix—The Arizona Ice Cream Company has opened for business.  
Tucson—L. C. Clark has purchased the Empress Confectionery from W. R. Craig.

## CALIFORNIA

Alhambra—James Reynolds has sold Candy Shop No. 2 to C. F. and K. C. Brandlin.  
Anaheim—The Cherry Blossom Confectionery has been purchased by W. L. Morris and T. Picklesimer.  
Burbank—F. H. Atwood has purchased the interests of E. M. Allunt in a confectionery business.  
Calculus—P. P. Stavron has sold his soda fountain to W. Ladas.  
Dinuba—Ben Tucker has purchased the interests of Milton Haig in the confectionery firm of Haig & Tucker.  
El Monte—Ethel Bettercourt has purchased the El Monte Sweet Shop from R. D. Turner.  
Exeter—Cecil M. Wilcox has purchased the Exeter Candy Shop from J. R. Swery.  
Huntington Beach—Mrs. A. L. Huston has purchased a half interest in the Rotary Sweet Shop.  
Lompoc—A. G. Banett has taken over the Polly Sweet Shop.  
La Verne—The Lem Sweet Shop has been purchased by G. W. Wright.

Los Angeles—The Globe A-I Ice Cream Company, which has been formed recently, is erecting a new manufacturing plant at Jefferson and Hill streets at a cost of \$700,000. The company plans to enter the ice cream and refrigeration business in all cities of importance along the Pacific Coast, extending their operations from San Diego to Oregon.  
The Basy Bee Candy Company has opened a branch store in the new Low's State Theater Building.  
The Washington Sweet Shop, 1208 W. Washington Street, has been purchased by Walter F. Parkin and George K. Rice.  
George S. Reeves has sold his confectionery at 502½ Temple street to Thomas P. Heyman.  
Emma R. Lewis has purchased the Chocolate Inn at 4180 So. Vermont street.

Menlo Park—R. Peterson has purchased the Menlo Ice Cream Parlors.

Monrovia—H. L. Gibson has opened a soda fountain and lunch place in Varian's Public Market.  
R. J. Ray has succeeded to the confectionery business of James H. Reynolds.

Oakland—A. James has taken over the confectionery store of E. Freeman at 205 San Pablo avenue.  
Arthur W. Lutz has purchased the tea room and confectionery of Dolly B. Menefee at 693 Claremont avenue.

Palo Alto—The branch of Wagner's Sweet Shop in the Lidoat Market has been purchased by A. W. Schmidt.  
Pasadena—The Elite Confectionery has been opened at 612 East Colorado street as a branch of the Los Angeles shop.  
Placentia—E. E. McDowell has purchased the confectionery store of R. F. Woodward.

Sacramento—Chas. W. Godard has bought the State Candy Store.  
San Anselmo—H. W. Ritter has sold his candy business to W. M. Petebel.

San Francisco—Morris Goldberg has purchased the interests of his former partner, Joseph Abrams, in the candy shop at 250 Mission street.

Harry W. Winter and Jay E. Jamison have purchased the candy store of V. B. Skowarde at 1101-A Market street.  
The Alcazar Candy Store at 230 O'Farrell street, adjoining the Alcazar Theater, has been sold by E. Watts to M. Keding.  
San Jose—E. J. Neelhad has succeeded L. Olafson in the retail candy business.

Santa Cruz—Arthur Bowman has purchased a half interest in Huntington's Candy Store.

Torrance—A confectionery and lunch place has been opened by Mrs. Robert Shriner and Mrs. C. J. Rahm.  
Venice—The confectionery of Harney L. Kelley has been purchased by William I. Lautenschlager.

## CONNECTICUT

Ansonia—The Shelton Candy Kitchen has been opened at 147 Center street.

## DELAWARE

Wilmington—The Candyland Confectionery has been incorporated, capital \$15,000.  
Globe Ice Cream Company, manufacturers of ice cream, etc., have been incorporated, capital \$100,000; incorporators, T. L. Croesus, M. A. Bruce, C. H. Maxwell.

## FLORIDA

Tallahassee—Machinery for the manufacture of ice cream refrigerating apparatus, etc., will be installed in the plant recently acquired by the Leon County Milk Co. The plant was formerly owned by the Purity Milk Company of Jacksonville.

## GEORGIA

Macon—The interests of the J. D. Kinnett Ice and Coal Company, the Odum Ice Cream Company, the local branch of the Chapin Sacks Corporation formerly the Purity Ice Cream Company, and the Southern Ice and Coal Corporation have been merged into one company to be known as the Kinnett-Odum Ice Cream Company. J. D. Kinnett has been elected president; C. A. Odum, vice president; R. L. Sparks, secretary, and Herbert Butterworth, treasurer.

Moultrie—The Moultrie Ice and Cold Storage Company announces that starting work on an ice cream plant and creamery, and hopes to have it in full operation by early spring.  
Millen—R. H. Brinson will erect a creamery, meat-curing and ice cream plant.

## ILLINOIS

Carlisle—Stanley Duckles, confectionery, tobacco and cigars, sold out to Frank Wette.  
Chicago—Alberta Candy Company has decreased its capital from \$100,000 to \$50,000.

## INDIANA

Linton—The Chero Cola Bottling Co., manufacturer of beverages, has awarded a contract for the construction of a factory building estimated to cost about \$25,000.

## IOWA

Muscatine—Cordry Purity Drug Company has recently installed a soda fountain.  
Woodbine—D. J. Humaker, soft drinks, confectionery and cigars, sold out to W. E. Copeland.

## KENTUCKY

Hazard—The Royal Candy Company has been incorporated, capital \$25,000; incorporators, H. D. Young, A. D. Moore and W. B. Wise.

## LOUISIANA

New Orleans—George P. Blaise, exclusive dealer for the state of Louisiana for the products of the Curtiss Candy Company, Chicago, has closed a lease contract for five years on the building at 810 St. Louis street. In addition to an office, a salesroom and warehouse will be maintained.

## MAINE

Fort Fairfield—Herbert Schwartz has sold his share in the candy kitchen to his partner, Curry Sullivan.  
Lincoln—G. Christopher will open a confectionery and fruit store.  
Sanford—George Tanner has opened a confectionery and ice cream parlor.

## MARYLAND

Baltimore—The Grace Chocolate Co., Munsey Building, has been incorporated, capital \$100,000; to manufacture and deal in candy and confectionery products. Incorporators: John B. Marr, Lee Rappaport and Lawrence J. Moller.  
Hagerstown—The Sine Ice Cream Co., Forest Drive and Charles street, has been incorporated, capital \$50,000; to manufacture ice cream, etc. Incorporators: Stephen G. Jackson, Harry E. Davidson and William M. B. S. Copeland.

## MASSACHUSETTS

Adams—Rollis Livanos has sold his confectionery store at Hoosac and Columbia streets to Joseph Kallil.  
Boston—Jallister Bottling Co., tonic and distilled water, capital \$10,000. Incorporators: Peter Turko, Dora A. Gordon, Arthur H. Gordon, and Hyman Grubert.

Randall—Dodge Company, Inc., confectionery has been incorporated, capital \$30,000; incorporators, Perley H. Randall, Sunbeam Distributing Company, Inc., connections, etc., has been incorporated, capital \$50,000; incorporators, A. Lincoln Niditch, Maurice Niditch, and Max Berlow.

The 2nd Chocolate Company is defendant in a bill brought against them in the Superior Court by The Tremont Trust Company. It is claimed that the company is insolvent.

Cambridge—D. Maddalena, caterer, Brattle Square, have leased the premises at Gore and Second streets, have remodeled the building and have installed first-class ice cream manufacturing equipment.

Framingham—Hamilton Mineral Springs, mineral spring water, have been incorporated, capital \$50,000; incorporators, John Hamilton, Jr., Harry P. Haines, and J. Walton Tuttle.

Lowell—Eugene F. Callahan and William J. Walton, proprietors of the Cameron Ice Cream Company, have purchased the old Middlesex and Queen streets, and will convert the property into a home for the Cameron Ice Cream Company.

Lynn—Lynn Chocolate Co., confectionery, etc., has been incorporated, capital \$100,000; incorporators, Allen G. Young, Arthur W. Lonal, Edward E. Wood, Jr., Rial W. Chase, and Arthur Stern.

Milford—H. F. Shepard Company, confectionery, etc., has been incorporated, capital \$100,000; incorporators, Howell F. Shepard, Frank D. Field, Matthew T. Hayes and Theodore H. Sheldon.  
Ralph Gollo, alias Raffel Gogliornella, pool room proprietor, also retail dealer in ice cream, soda, cigars and candy, has filed a petition in bankruptcy.

The Diamond Ice Cream Parlor, Beacon Building, School street, has been closed.

North Adams—The Country Maid Ice Cream Company, of which C. H. Maurert and his wife are the proprietors, is planning to erect an ice cream factory on River street.

Pittsfield—The International Ice Cream Company of Schenectady, N. Y., has purchased from F. C. and W. G. Backus a plot of land at Elm and Water streets and plans to erect a manufacturing plant for ice cream. The building will probably be started early in the spring.

Worcester—Bemis Candy Company, Worcester and Providence, R. I., has been incorporated, capital \$20,000; incorporators, Harlan L. Bemis; Henry H. Schenck and William C. Hibbard.

## MICHIGAN

Bad Axe—Roy Gifford will conduct a cigar and confectionery business.



## Root Beer to the Front!

The last three years have seen a great increase in the popularity of Root Beer. In many sections Buckeye Root Beer now outsells all other soft drinks.

Buckeye Root Beer was first to feature a pleasing blend of genuine Root Beer flavor, rather than the bitter medicinal flavor of other brands. It has been demonstrated that there are ten customers who prefer the milder blend of flavor, to one customer who prefers the bitter or tonic kind.

Place a Buckeye Dispensing Urn on the counter with two or three Buckeye steins at one side and your Fountain will soon be known as the right place to get a good drink of Buckeye Root Beer. And the Buckeye Urn, by the way, is an ornament to any Fountain, with its graceful design, its shining porcelain finish, and neat gold striping.

If you are not now serving Buckeye Root Beer, let us send you a sample, together with complete information as to how you may obtain a Buckeye Dispensing Urn and Steins.



## The Cleveland Fruit Juice Company

Cleveland, Ohio

You don't have to buy  
**Cream, Sugar or Cocoa** *to make*  
*Perfect Uniform Hot Chocolate. We have all*  
*of them in our new product —*

## CREAMY COCOA

### It's a Heavy Chocolate Liquid

In the past, all instant hot chocolate products have been made from powdered cocoa, sugar and milk powder. Here is CREAMY COCOA that contains high grade chocolate, cane sugar and fresh certified cream, blended and cooked by us the required length of time to bring out the rich chocolate flavor. You only have to add hot water.

CREAMY COCOA is entirely different from the so-called Instant Cocoa Products because it is a heavy liquid and mixes immediately with hot water. Can be made up in hot urn and kept for many days, or by using one ounce to a cup filled with hot water.

#### Quick and Easy to Serve— Big Profits

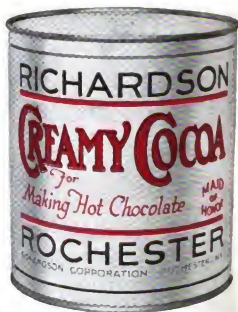
You can convert this No. 10 tin of CREAMY COCOA into 100 cups of hot chocolate quickly—just long enough for your dispenser to open the can, pour CREAMY COCOA into urn or warmer, and add hot water.

No waste of time or materials. CREAMY COCOA contains everything necessary to make a perfect hot chocolate.

Costs only 24¢ per cup to serve. Sold at 10¢ per cup brings \$10.00 in receipts. You can even afford to serve wafers with each cup.

Packed in No. 10 tins, six to case, \$13.50 per case. (50¢ per case additional west of Missouri River.)

CREAMY COCOA will bring the holiday shoppers to your fountain! Be ready for them. If your jobber hasn't CREAMY COCOA in stock, we will ship direct to you, bill thru your jobber, 2 cases CREAMY COCOA, freight paid.



Tear off here

RICHARDSON CORPORATION,  
 Rochester, N. Y.

You may ship to me immediately, freight paid, 2 cases CREAMY COCOA, with window strips and two-color show card.

Name ..... Street & No. ....  
 City ..... State .....  
 Name of Jobber.....

**RICHARDSON CORPORATION**  
 MANUFACTURERS OF SYRUPS AND CRUSHED FRUITS FOR THE SODA FOUNTAIN  
**ROCHESTER, N.Y.**





## Sun Drug Co., Los Angeles Uses Vortex Service

Everybody in Los Angeles knows the Sun Drug Company. And everybody who eats sundaes or drinks sodas in its handsome store knows Vortex Paper Cups.

For the Sun Drug Company is one of the thousands of concerns which have found that they can give their patrons better service at less cost by using Vortex Sanitary Fountain Service.

There's no glassware to wash—no breakage. The service is faster—that's why skilled dispensers prefer

to work where Vortex is used. And it has been proved in thousands of stores that patrons prefer the crisp, immaculate paper cups to the old-fashioned glassware.

If you knew how much time, labor and expense Vortex would save you, and how much it would improve your service, you'd begin now to replace with Vortex cups the glassware you break.

Progressive jobbers furnish Vortex Service. Ask their salesmen about it—or write us.

**THE VORTEX MFG. COMPANY**  
421-431 N. Western Ave., Chicago, U. S. A.

Canadian: W.M.A. ROGERS, Ltd., Toronto  
Manufacturer and Distributor for Canada

**THE Vortex**  
Trade Mark Reg. in U. S. Pat. Off.  
Sanitary Fountain Service

(35A)







### *Luncheonette Service*

The desirability of operating your fountain at a profit during the entire year is no doubt clearly evident to you. We invite your inquiry as to the best and most practical equipment for your particular requirements and conditions.

We have made a thorough study of the problems of luncheonette service. We have designed complete equipment for this purpose, and have employed therein the same high qualities of materials and careful workmanship that characterize our famous ALL WHITE VITREOUS cold soda units.

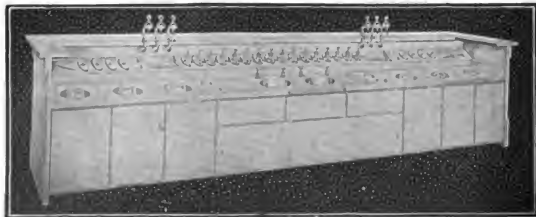
In writing for our catalog and individual suggestions, based upon years of study and experience, you incur no obligation whatsoever. Do so today.

The opportunities for additional profit made possible by the increased popularity of fountain lunches, merit investigation

### **Knight Soda Fountain Co.**

**2703 N. Kildare Ave.**

**Chicago, Ill.**



# BENEDICT INDESTRUCTO SILVER

**1—Class.** Appeals to the best trade in town because it is cleanest and best looking.

**2—Sterilized.** Just as easy to sterilize as your spoons. Dip into boiling water and "goodby Momma Germ!"

**3—Speed.** The quickest to clean and fill because there's only one piece to handle. Helps take care of that after-theatre crowd.

**4—No breakage or waste.** The saving in broken glass and wasted paper in one year will pay

for your Indestructo Service, which lasts for years.

**5—** Made by the world's largest manufacturers of silver-plated soda fountain service—used at more than six thousand fountains.

Don't delay further in using Indestructo Silver. Every day's delay costs you *money*. Ask your jobber or us for catalog and prices.

**BENEDICT MFG. CO.**  
EAST SYRACUSE, N. Y.

*Canadian Factory:*  
**Benedict-Proctor Mfg. Co.**  
Trenton, Ont.





## "Let's Go In Here"~

Does your interior invite people to say "Let's Go In Here"? Attractiveness combined with quality service produces an unbeatable combination to build up the profits of the Soda Parlor. We are helping Soda Parlors to greater profits by providing attractive interiors that tempt the appetites of passersby.

Our long years of experience in this field coupled with the fact that we manufacture much of the equipment in our own factory enable us to offer prices, merchandise and service that cannot be equaled anywhere.

*We have two interesting books that will prove profitable to Soda Parlor Proprietors. \$540—Hot Drink and Luncheonette Equipment and Supplies. \$539—Soda Fountains, Equipment and Supplies. A post card will bring them without obligation.*

# ALBERT PICK & COMPANY

208-224 West Randolph Street, Chicago, Illinois

**C. J. VAN HOUTEN & ZOON**  
**MANUFACTURERS VAN HOUTEN'S COCOAS**  
 140 SOUTH DEARBORN STREET  
 CHICAGO, ILL.

New York Office  
 105-109 Hudson St.

WALTER J. HAMLIN  
 General Manager  
 NEW YORK - CHICAGO

To the Trade:

December 15, 1921

Subject: VAN HOUTEN'S QUICK SERVICE COCOA  
 For the making of Hot Chocolate  
 or Cocoa Instantly

Prepared cocoas have been making wonderful strides during the past few years, but as in many other instances have given rise to the introduction of many cheap brands, expensive in the end, that cannot do justice to the lovers of good hot chocolate.

A buyer or user should, therefore, be most careful that he is securing the best, and in making his comparisons the thought uppermost in his mind should be the quality of his cocoa, rather than the price per pound, and when one figures his cost in the form of the finished product, and not the cost of the cocoa per pound, he will be surprised to find how little is the difference in the cost per cup between the best and the inferior grades. If you were building a home you would not build it on sand, and the law that applies in this case applies to your hot chocolate as well.

The fundamental reason why VAN HOUTEN'S QUICK SERVICE makes such a delicious cup of hot chocolate instantly and immediately creates a desire for more, is because it contains VAN HOUTEN'S COCOA, famous for over a century for its rich chocolate color, its exquisite flavor, and real solubility. We also only use the best quality of powdered milk and sugar that money can buy, and when mixed in just the right proportions, it is not hard to understand why we have a superior product, and are constantly adding to our list of satisfied customers.

It is acknowledged that the best hot chocolate is only made from real Dutch Cocoa, and in this respect you must not lose sight of the fact that Van Houten is the leader and pioneer of them all.

In England, where more cocoa is drunk per capita than in any other country, Dutch cocoa is used exclusively. The English manufacturers were forced to change their methods of manufacture to the Dutch method, due to the competition of the Dutch manufacturers, and that is why, today, in America the very finest soda fountains, hotels, restaurants use Van Houten's Dutch Cocoa imported from Holland either straight or in our QUICK SERVICE.

The final test of superiority of one product over another is by comparison. Send for a sample of our QUICK SERVICE cocoa and compare it with what you are now using--you will like Van Houten's better.

Yours very truly,

C. J. VAN HOUTEN & ZOON

*W. J. Hamlin*  
 General Manager

Van Houten's Cocoa does not make your finished product cost more - it makes it worth more.



Just empty the contents of one of our QUICK SERVICE envelopes into a cup--add boiling water and a cup of delicious hot chocolate is the result.

100 Envelopes to a carton.  
 8 cartons to a case.

Also Packed in Bulk

100 lb. drums  
 50 lb. drums  
 25 lb. drums  
 5 lb. tins

# BASTIAN-BLESSING



## Soda Water— Flat or Effervescing?

High grade syrups, delicious ice cream, skilled dispensers—the effect of all these is lost if the soda water used is not snappy, sparkling and full of tang.

If you are out to serve the best drinks in your community, you need a Bastian-Blessing Carbonator because it assures you perfect soda water at all times—on a dull day or in the height of a rush period.

We originated and perfected the automatic carbonator. The high efficiency of the Bastian-Blessing Carbonator is due to the use of the one correct method of carbonation—internal agitation. Its dependability is the result of a thorough mechanical excellence. Perfect soda water is its product. And perfect soda water is the prime necessity to soda fountain success.



## THE BASTIAN-BLESSING CO.

125-131 W. Austin Ave. Cor. LaSalle St.  
Chicago, Ill.



# ZIPP'S

CRUSHED FRUITS AND

## FRUIT SYRUPS

*Condense Your Words*

QUALITY

ECONOMY

VARIETY

**"ZIPP"**

If you want finest quality, greatest economy, and a variety to select from that will meet your every fountain need, just say "ZIPP" to your jobber—or if he can't or won't supply you, write us direct, to-day. After your first order you will always "condense your words" to ZIPP. Just try it once and see!

**Now Booking Orders for  
Spring Delivery**

*---take a tip from Zipp!*

**THE ZIPP MFG. CO.**

CLEVELAND, OHIO





# As Indispensable As ICE

Live Soda Water Dispensers do not regard the MULTIPLEX Draft Finished Drink Dispenser as a luxury—they know that, in their business, it is a NECESSITY. They would as soon think of trying to get along without ice as to give up the MULTIPLEX.

## It Advertises the Drink

The MULTIPLEX Draft Finished Drink Dispenser multiplies sales by attractively and effectively advertising the drink. It calls attention from all over the store, and even from out in the street. The name of your leading drink is on the globe in big letters.

## It Insures Your Profit

Measuring to a drop the exact quantity of Syrup in each drink, the MULTIPLEX Draft Finished Drink Dispenser prevents all waste, requires no extra icing. Draws at maximum speed, and insures a fresh, cold, perfect drink every time, no matter how inexperienced the operator.

Handled by Syrup Manufacturers and by Jobbers.  
Write us for their names, and for literature, TODAY

**MULTIPLEX FAUCET CO.** Twenty-second and Cass  
St. Louis, Mo.

*Um! It's Good*



## Keystone Marshmallow Frost

*—the topping of a  
thousand uses*

As indispensable to your fountain  
as the ice creams you serve. The  
most delicious topping for

- sundaes
- parfaits
- desserts
- fancy dishes

### CRUSHED FRUITS AND SYRUPS

The "real thing," because "real fruits"  
only can produce such exquisite flav-  
oring, richness and appeal.

Prompt attention to orders—  
large or small.

Dept. S-2

**KEYSTONE FRUIT PRODUCTS CO.**

Manufacturers

Cincinnati, Ohio





# True Fruit Intro Three Wonde

Each absolutely new—each most appetizing  
and all prepared and packed with the scrup  
Products the standard by which all Fountai

## Cerises D'or      Rainbow Cl



The first, as the name indicates, French  
thru and thru, with a subtle, spicy, de-  
lectable, Frenchy flavor too delicious to  
describe.

### Cerises D'or

Cherries of gold—Golden in color and  
with hearts of gold—firm, yet tender—  
spicy and rich—a confection which is  
not candied. The master worker who  
prepared this wonderful recipe, said:

"Cela, c'est mon chef d'oeuvre." And you will agree when  
you try Cerises D'or, and after you have served them to  
your customers and watched their popularity grow by leaps  
and bounds, you will say: "Indeed, they are cherries of  
gold."

N.B. Cerises D'or are packed both for Fountain use and in  
the Fruitcraft line.

*Order from your Jobber*

# J. HUNGERFORD

## ROCHESTER

# Quality— Prices Specialties

appearance—each of indescribable flavor,  
is care which has made True Fruit Quality  
requisites are judged.

## ries Nectarean Sundae

The second and third are wonderful triumphs even for a house of our standing. Different cherries or fruits packed in the same jar, yet each retaining its individual color and flavor.

### Rainbow Cherries

Here you will find the ability of our craftsmen displayed in a most remarkable manner. In one jar you will find green, red and golden cherries, each cherry with its individual flavor undisturbed by its close association with its fellows.

Our ability to combine these three colors and flavors in one jar enables you to offer not only a very practical, desirable product, but also gives you such an attractive, delicious looking jar, that it sells on sight.

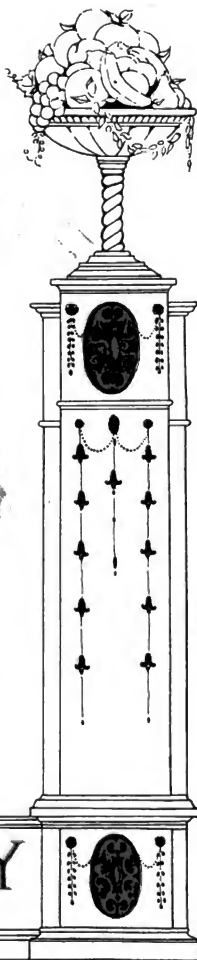
N.B. Rainbow Cherries are packed in the Fruitcraft line only

### Nectarean Sundae

Equal in charm to Rainbow Cherries—A Mixture of fruits packed in the same jar, and due to our remarkable discovery, each fruit retaining its own color and flavor. A beautiful package, so appetizing and really delicious that it sells as soon as displayed.

N.B. Nectarean Sundae is packed both for Fountain use and in the Fruitcraft line.

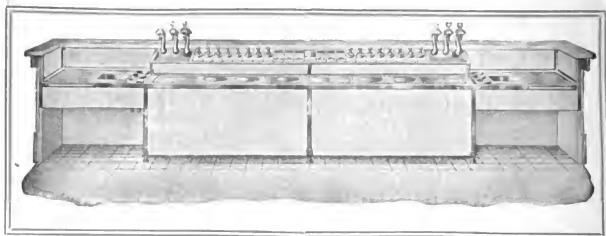
*Order from your Jobber.*



# SMITH COMPANY

## NEW YORK

# The Real Soda Fountain



It is the most scientifically constructed and completely equipped Soda Fountain on the market.

It is of highest quality.

It is sanitary—efficient, and very attractive, and what is most important of all, **IT IS THE FOUNTAIN WITH THE APPROVED COOLING SYSTEM.**

It is built in sections, thereby permitting us to build any size apparatus by arrangement of parts, thus eliminating extra charges for Specials.

It is so'd under a written guarantee to each individual purchaser.

Why experiment in buying? "Buy a Fountain that has stood the test of thousands of Satisfied Users."

## MAIL COUPON TODAY

THE COMBINATION FOUNTAIN CO.,  
Decatur, Illinois.

Gentlemen:—Please

- ☐ Send Catalog
- ☐ Send Other Literature
- ☐ Have Salesman Call

(Place X in Squares)

It is understood that this request involves no obligations on my part.

Name .....

Address .....

## The Combination Fountain Co.

*Manufacturers*

Established 1898

Decatur, Illinois  
U. S. A.



## The Lower the Price of Sundaes the More You Need HIP-O-LITE

Many fountains have lowered the prices of their sodas and sundaes. As the margin of profit gets smaller, there is a need for the most careful kind of buying. Nothing should be over-looked that can possibly cut down the cost of production. This year's profits may depend on it.

You can save money by using HIP-O-LITE. It cannot sour or spoil—and yet all it needs to make the most delicious marsh-mallow topping you ever tasted is the addition of a little water.

Each gallon of HIP-O-LITE beats up more topping than you can buy for the same cost in any other way. HIP-O-LITE will help you make better and less expensive sundaes. It will please your trade and lower your cost of doing business.

Why don't you order a small shipment of HIP-O-LITE at once? Compare it with the creme you are now using. Order from your supply house—or write direct to us. Prove it yourself.

Sold in bulk in one-gallon and six-gallon metal containers, and in 28-gallon steel drums. All packages are sanitary and lacquered, which prevents contamination.

**THE HIPOLITE COMPANY, ST. LOUIS, U. S. A.**

# HIP-O-LITE

## MARSHMALLOW CREME



## Successful Fountains Are Serving Hot Lunches

Simple, hot lunches are no longer an experiment for the soda fountain. They have been tried out for several years in all parts of the country with much success.

The original purpose was to hold fountain patronage during the slack winter months, but so popular and profitable have hot lunches become, that many fountains are serving them throughout the year.

And it's all quite simple. No elaborate equipment is needed. The biggest and most important item on the list is the range. And if care is made in your selection, everything should run smoothly from the start. The

## VULCAN GAS CAFE RANGE

is designed for just such work as this. It provides a quick cooking heat both in oven and on top. It is economical of space, and, having a smooth top with large central heat burner, it will cook as many things as you can crowd onto it.

And the Vulcan is built extra strong, for a sturdy range is necessary. The domestic type will rarely do.

Before making your selection, be sure to find out about the Vulcan. The whole story is in an interesting booklet, which will be sent free to you upon request.

## WM. M. CRANE COMPANY

16-20 W. 32nd St., New York City

*Pacific Coast Distributor*

*Northwest Gas & Elec. Equip. Co., Portland, Ore.*



No. 560 VULCAN Gas Range with No. 775 Broiler. Solid all-hot top heated by three ring burner. Fire brick surrounding burner retains a tremendous amount of heat and enables operator to maintain a practical cooking temperature with one or two rings shut off. A great saving of gas.



No. 561 VULCAN Gas Range with No. 781 Broiler for work that requires large cooking surface. Same construction as No. 560. Ovens give splendid results. Doors are slam-proof, and do not break down. Can be connected in combination with No. 560 to give any top or oven capacity.

**HYGEIA SIPPERS**  
STRICTLY SANITARY DRINKING STRAWS

KERWIN CANDY SHOP  
DETROIT, MICH.

Muehlenbruch

Public Drug Co.  
5 STORES

THE WHITE CROSS DRUG CO.  
WE DELIVER ICE CREAM

**HYGEIA SIPPERS**  
STRICTLY SANITARY DRINKING STRAWS

The Perfect  
Sanitary  
Straw Service

A NECESSITY  
NOT A LUXURY

The Hygeia Antiseptic Toothpick Co., 156 W. 14th St., New York

# SCHUSTER'S

## PRODUCTS



### SCHUSTER'S

## INSTANT HOT COCOA

served to your trade will insure true, lasting customer-satisfaction. It contains all of the necessary ingredients to prepare a healthful, delicious Hot Chocolate.

#### Serve by simply adding Hot Water only

This preparation possesses the proper amount of sweetening and flavor to be just right. Put up in sizes to suit every requirement—small individual packets, also in 5, 25, 50, 100 and 250 pound containers.

Send for circular on SCHUSTER'S SPECIAL HOT DRINKS.

If you have not seen our new price list on FRUITS, SIRUPS and SPECIALTIES for the Soda Fountain, it would be to your best interests to write for a copy today.

We extend to the trade our Holiday Greetings and best wishes for a most successful season next year.

*Write us for the name of our nearest jobber*

The **SCHUSTER** Co.  
CLEVELAND.

# Lease Them Without Charge



In last month's issue of THE SODA FOUNTAIN we told you that either of these strikingly handsome dispensers could be leased free of charge with only a small initial order of syrup, at our regular prices, less our usual discounts.

This offer still holds good. Opportunity for bigger profits is knocking at your door, it's up to you to do the rest. We stand ready to make good this unusual offer. Put either or both of these sales-creating dispensers on your counter and let your cash register be the judge.



Remember these dispensers are made by the leading manufacturer of fountain fixtures with an established reputation for quality and service. Their attractiveness and convenience will please you. The tempting deliciousness of Orange Nip and Veribest Root Beer will more than satisfy the trade created by these dispensers. It's the repeater that counts.

## Additional Discount With Order of Soda Fountain Supplies

You receive the usual discount on the small initial order of syrup. An accompanying order of Veribest Fruits and Syrups insures an additional discount. Serving Veribest Fruits means satisfied customers.

*Phone the Armour Branch House in your locality or write us for full particulars.*

**ARMOUR  COMPANY**

Soda Fountain Department  
CHICAGO



# Introducing

## To All America—



# A New Factor in Increasing Drug Store Profits

Wherever installed Seamore Ice Cream and Soda Sets invariably promote a greater volume of business and, consequently, increased profits that quickly repay their cost.

Seamore Sets increase the seating capacity of any store at least one-third, enabling a merchant to accommodate comfortably—and serve quickly—the maximum number of patrons in the few short rush hours that produce the real profits.

Jobbers everywhere are recommending them as the best equipment in their class. Retail merchants are choosing them as they compare Seamore Sets, feature for feature, with any similar equipment—because Seamore Sets have many exclusive patented features that make for tangible superiorities.

Seamore Sets are unquestionably most compact. Unequalled for beauty. Sturdily made of selected lumber with mortised and doweled construction. All joints reinforced with glued blocks. Handsomely finished (hand rubbed) in Mahogany finish (Birch) or Golden Oak finish (Quartered Oak).

Display tables have Polished Plate Glass Tops, also to be had with 1/4 in. raised rim White Sani-Onyx Tops, 1/4 in. Flat Black Carrara Glass Tops, and Wood Tops. All tops are easily removed for cleaning. All tables have cross braces between legs for extra strength.

Note scientifically designed leg bend of chairs that makes them stand solidly on floor. Note also hat rack—a convenience that both storekeepers and their customers appreciate.

Chairs and tables equipped with Domes of Silence.

All sets are finished with Genuine Spar Varnish that is impervious to Soda Water and other liquids.

These are reasons why it will pay you to install Seamore Equipment—why every day you delay in doing so is actually costing you extra profits easily within your reach. Investigate! Let us show you definitely why you need Seamore Equipment. Write to any of the jobbers listed below or to us direct, if no jobber is near you, and get the facts.

We still have some desirable territory open for progressive jobbers. Write for details of our proposition.

**FRANK RIEDER & SONS, 343 N. 4th St., Philadelphia, Pa.**

**"Seat More — Serve More — Earn More!"**

### NEW YORK

I. Schulman & Son,  
161 Bowers, New York City  
G. H. Ward,  
45 W. 5th St., New York City  
Gibson-Snow Co., Inc.,  
645 Broadway, Albany, N. Y.  
A. Dutch & Co.,  
166 Seneca St., Buffalo, N. Y.  
Gibson-Snow Co., Inc.,  
Ellicott & Carroll, Buffalo, N. Y.  
Gibson-Snow Co., Inc.,  
St. Paul, Franklin & Westcott Sts.,  
Rochester, N. Y.  
Binghamton Store Fixture Co.,  
177 Water St., Binghamton, N. Y.  
The Elmira Store Fixture Co.,  
220 E. Market St., Elmira, N. Y.  
Gibson-Snow Co., Inc.,  
306-314 W. Willow St., Syracuse, N. Y.

### PENNSYLVANIA

Aschenbach & Miller, Inc.,  
3rd & Callowhill, Phila., Pa.  
L. A. Pronty Co., Inc.,  
1021 Ridge Ave., Phila., Pa.

### PENNSYLVANIA

King Specialty Co.,  
4436 Pine St., Phila., Pa.  
The John Hoos Company,  
910 Arch St., Phila., Pa.  
Shipley-Massingham Co.,  
349 Penn Ave., Pittsburgh, Pa.

### MASSACHUSETTS

Brewer & Co., Inc.,  
247 State St., Boston, Mass.  
Fox, Feltz & Co.,  
55 Sudbury St., Boston, Mass.  
The Murray Co.,  
209 State St., Boston, Mass.

### RHODE ISLAND

Blanding & Blanding, Inc.,  
54-56 Weybosset St., Providence, R. I.  
Geo. L. Claflin Co.,  
63-72 So. Main St., Providence, R. I.

### MAINE

Cook Everett & Pennell, Portland, Me.

### ILLINOIS

Fuller-Morrissey Co.,  
540 W. Randolph St., Chicago, Ill.  
Schub Drug Co., Cairo, Ill.

### OHIO

The Import Drug Specialists Co.,  
121 Champlain St., Cleveland, O.  
The Alfred Vageler Drug Co.,  
217 E. 6th St., Cincinnati, O.

### MICHIGAN

Wilmarth Show Case Co.,  
1544 Jefferson Ave., E. Grand Rapids, Mich.

### NEW JERSEY

Haussling Soda Apparatus Mfg. Co.,  
60-62 Arlington St., Newark.

### MARYLAND

F. X. Ganter Co.,  
Sharp & Ostend Sts., Baltimore, Md..  
The John Hoos Co.,  
306 Hanover St., Baltimore, Md.

### WASHINGTON, D. C.

F. X. Ganter Co.,  
918-9th Street, N. W., Washington, D. C.

### VIRGINIA

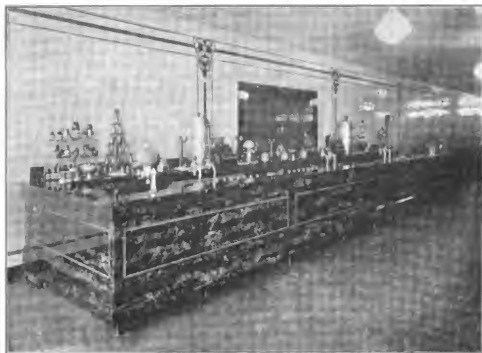
Strans Claf, Co., Richmond, Va.

### WISCONSIN

Spence-McCord Drug Co., La Crosse, Wis.

# THE SODA FOUNTAIN SUPREME

NO-IT IS SO DIFFERENT-  
THAT 100% QUALITY  
ONE GRADE-ONE SERVICE



*Baltimore Dairy Lunch, Princeton College*

**W**HEN a product, by sheer force of merit, attains to the position of unquestioned leadership in its field, it assumes the leader's responsibility—that *quality shall continue to excel.*

UNITED'S acknowledged position is due not alone to quality of materials or exactness of workmanship, not merely to the wonderful new exclusive features, but also to the determination of UNITED to deliver to the user the greatest soda fountain value possible to produce.

It is the confidence of the users that enables UNITED to manufacture on a large scale, thus holding prices to a moderate figure for such unusual quality.

## UNITED SODA FOUNTAIN COMPANY

R. LEE SMITH, Vice-President and Gen. Manager

**BOSTON**

**(Allston Sta.)**

**MASS.**

*One Grade—One Price—One Service—Easy Terms—Definite Delivery*

## An Evidence of the Value of B & B Service



Below is just one of the many expressions of satisfaction with B & B equipment and service.



**THE OWL DRUG COMPANY**

WHOLESALE DRUGS  
AND CHEMICALS

*Kansas City, Mo.*

September 15th, 1921.

1. B & B equipment just thrives on hard service.

2. The question is—what return could you expect from a safe conservative investment—anything like this equipment has paid.

3. He just echos the thought of hundreds of other satisfied buyers.

4. Indicates a perfect cooling system—which reacts to bigger and more consistent sales.

5. Long life—retaining the original beauty. Low up-keep. A good investment for any wise business man.

The Bishop & Babcock Company,  
St. Louis, Missouri.

Gentlemen—

You asked us how we liked our new soda fountain.

This has been one of the hardest summers we have ever had in the soda business. The weather, as you know, was extremely hot. The fountain you sold us was surely put to a good test.

It paid for itself three or four times.

We are more than satisfied with the Bishop & Babcock fountain.

It gave cold soda at all times and to date, notwithstanding its hard use, you could not tell it from a new one.

Anyone you refer to us, we will give him any further information as to our experience with your fountain; also our business dealings with you.

Yours very truly,

THE OWL DRUG COMPANY

*F. P. Dawless*

TCD/GEP

**THE BISHOP & BABCOCK CO.**  
CLEVELAND, OHIO

The New Year will bring forth many new problems in economy to face.

Through many years of experience we have accumulated a wealth of experience to offer the man who desires to lower his operating costs and benefit his profit sheet.

A post card is all that is necessary.



# “Redimade”

(Trade Mark Registered)

## MILK Cocoa

SWEETENED & FLAVORED

The Ready for Service Cocoa that  
will Increase Demand for “Hot  
Chocolate” at Your Fountain

### ADD HOT WATER ONLY

*Made for Quality Service from  
Specially Selected Ingredients*

Individual in Flavor  
Every Drink Uniform  
Quick Service Guaranteed  
Improve Your Fountain Efficiency

Packed in 10, 25, 50 and 100 lb. cans.

Also in cartons, 12—1 lb. tins.

**Send Us Your Order!**

*Prices and Sample  
on Application*

Send for

**“Winter Service” Booklet** →  
—full of suggestions

WE ARE HEADQUARTERS FOR ALL  
FOUNTAIN GOODS, INCLUDING —

**PERFECTO Hot Bouillon Beef Cubes**  
**PERFECTO Hot Fudge Specialties**  
**PERFECTO Instant Coffee**  
**PERFECTO Marshmallow Frappe**  
**Tomato Nectar and “Sure Whip”**

Also, Silverware and Porcelain equipment,  
Fudge Warmers, Urns, etc.

*Every Essential for the Soda Fountain*



**THE CRANDALL PETTEE CO.**  
NEW YORK

# BILT-RITE

Plant of The  
Russ Mfg. Co.  
with 150,000  
sq. ft. of floor  
space.



*"No Chain is Stronger  
Than Its Weakest Link"—*

and no soda fountain as a unit is any better than its weakest point in design, material or workmanship.

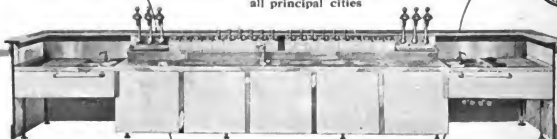
BILT-RITE Fountains are built right. Whether it's a special costing \$17,000 or one of our many stock models costing \$1,000, you may know that every part has been designed and made in the Russ Plant—one of the largest, most modern, and completely equipped of its kind in the country.

Absolute control over costs on every part entering into the construction of a fountain—plus tremendous production—enable us to manufacture at minimum cost. This is reflected in our price to you.

*Write for Catalogue Today!*

*The* **RUSS MFG. Co.**  
CLEVELAND

Representatives in  
all principal cities



20-Ft. Duplex Fountain.

# FOUNTAINS

*"They're delightful!" —says the patron—*

"Sodas somehow seem to taste better served in the Lily 'Glass'. The Lily is so inviting; just to look at it gives me a soda appetite. It's like being served in my personal glass; besides, I enjoy sodas served in a Lily."

*"They're fashionable!"*

*—says the fountain owner—*

"My fountain business has jumped ahead since I serve in Lily 'Glasses'. Folks prefer them. They know they are sanitary. They know they are pleasant to drink from. The women, especially, like to drink from the Lily. It has added a fashionable atmosphere to my fountain."

*"They save syrup!"*

*—says the cup expert—*

"You can see the syrup through the Lily 'Glass', because it's translucent. Clerks can measure the amounts as with ordinary glasses. That prevents excess amount of syrup and makes a better soda. The Lily is the only translucent paper glass you can buy."

Try Lily 'Glass' service at our expense. Write today for a generous free sample package to try, and interesting information.



**PUBLIC SERVICE CUP CO.**

*Manufacturers Lily 'Glasses'*

**BROOKLYN, N. Y.**

Delivery Service available in all principal cities and towns by local distributors

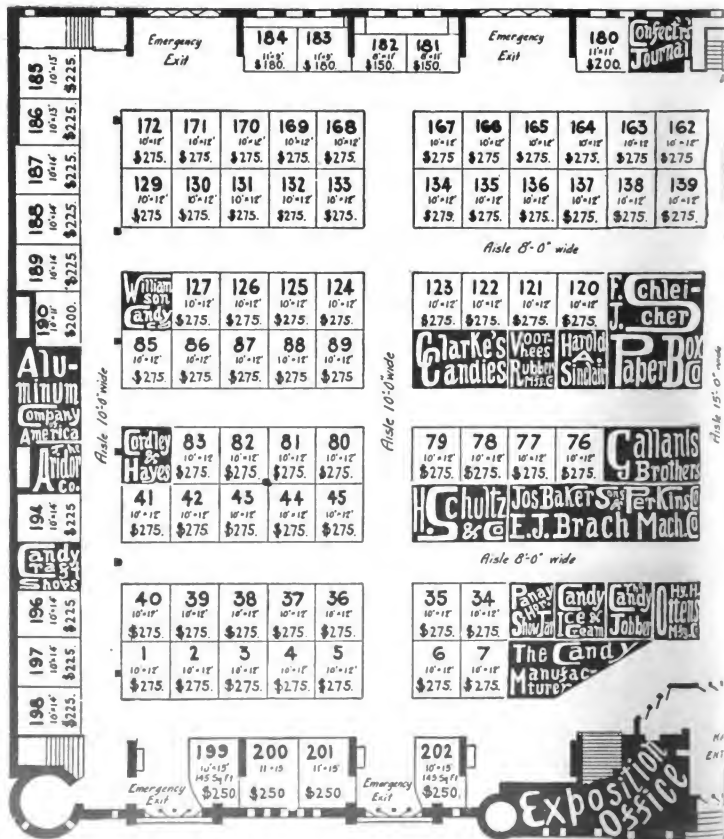
*They'll  
appreciate a*

**LILY**





THIS PLAT SHOWS EXHIBIT SPACES  
**THE NATIONAL CONFECTIONERY AND**  
**COLISEUM, CHICAGO,**  
 CHOICE OF LOCATION IS NARROWING FAST  
**EXPOSITIONS COMPANY OF**

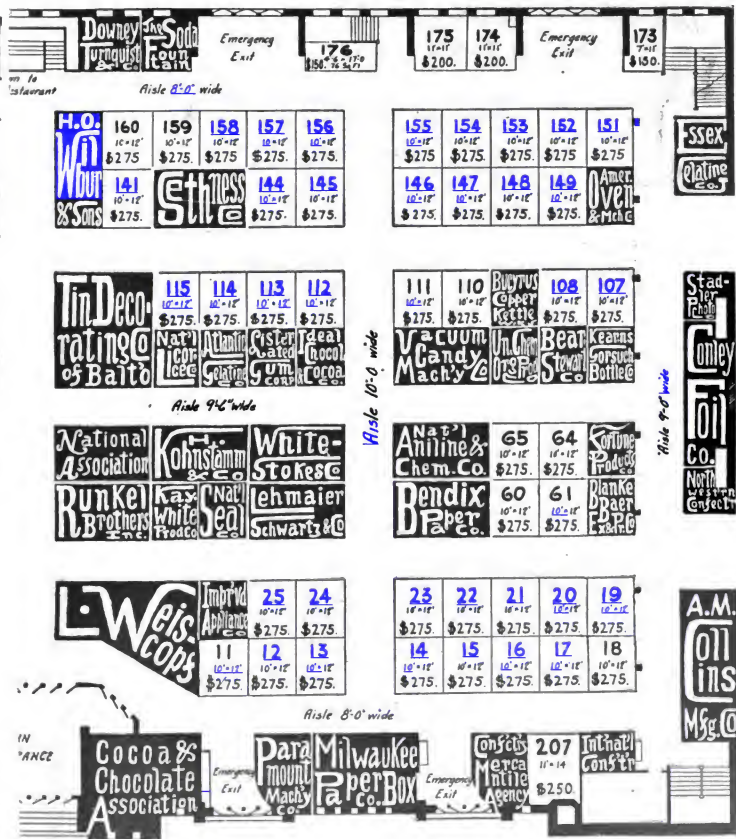


TAKEN AS OF DECEMBER 1, 1921, FOR

# ASSOCIATED INDUSTRIES EXPOSITION

MAY 22nd TO 27th, 1922

WRITE OR WIRE AT ONCE FOR SPACE TO THE  
**AMERICA** 1362 CONGRESS HOTEL, CHICAGO  
 Telephone Harrison 205





# Soda Fountains - Carbonators - Generators

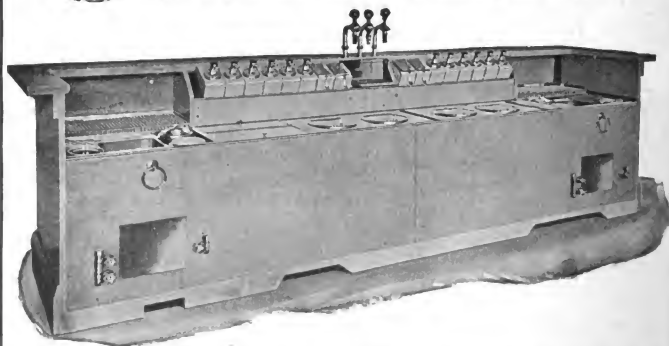


## Puffer-Lippincott ICE SHAVERS

Hand and Power



All Parts for Soda Fountains, Carbonators, Ice Shavers, etc.



Everything for the manufacture of Carbonic Acid Gas and dispensing of Carbonated Beverages. Soda Fountains, sealed; absolutely sanitary.

Syrup Jars either exposed or enclosed, Puffer-Lippincott.

Lippincott Milk Pump, Sanitary, quick acting, durable.

Non-freezing and ice direct coolers.

Insulation most perfect.

Vulcan linings that will not get punctured or leak; last a lifetime.

Syrup Lifts either push or pull over type, measure accurate; most durable.

Draft tubes easy acting; quick serving and durable.

Carbonators of various sizes; all automatic, that make most pungent Soda Water.

Generators in many sizes for the manufacture of Carbonic Acid Gas.

Prices, terms, exchange, most satisfactory.

Further particulars and catalogues mailed upon request.

## The Puffer Manufacturing Co.

Swanton Street, Winchester, Mass.

216 West 23rd St., New York City, N. Y.

48 West Mitchell St., Atlanta, Ga.

51 Portland St., Boston, Mass.

The American INNOVATION is not the product of a startling idea rushed through production and blossomed out all over the country in a few months. It is the product of careful research and endless tests made by men who many years ago made it their life work.

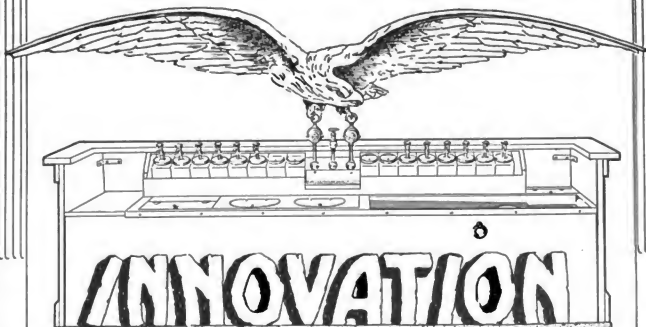
The insulation, refrigeration, syrup dispensing and soda drawing devices of the INNOVATION were each developed step by step. Complete models were then made, tried, demonstrated, and when perfected the INNOVATION was placed on the market.

It has since been improved and many refinements have been added, the latest of which are described in a catalog that will be mailed to you if interested, without obligation on your part.

HIGH QUALITY

LOW PRICES

EASY TERMS



# AMERICAN SODA FOUNTAIN COMPANY

276-286 CONGRESS STREET  
BOSTON 5, MASS.



The above half-tone cut shows a 40 foot Fountain, the interior of which was designed, manufactured, and installed by the L. A. Prouty Co., recently, in the Hotel Hermitage, 529 Seventh Avenue, New York City, and is the last word to date in Soda Fountain engineering and construction. As you will see by referring to the cut, this fountain has four draft stations, two Sodas and one Water each. These are the famous "Prouty" Draft Arms, one of the latest achievements and regarding which there has been much favorable comment.

The Fountain is also equipped with the new "Prouty" Syrup Pump, which is the best pump ever put into a fountain.

**AGENTS WANTED; GOOD TERRITORIES OPEN. WRITE FOR PARTICULARS**

# PROUTY SODA FOUNTAINS

## CARBONATORS

*The best built soda fountain in America*

This seal stands for a record of Reliability that has made the name "Prouty" a synonym for all that is best in soda fountain construction.



Our foundation is Fair Dealing, and our corner stone Reliability and Service.

## L. A. PROUTY COMPANY

*Designers and Manufacturers of Quality Fountains*

**Factory and Main Office  
PHILADELPHIA**

**Branch Office and Showroom  
Flatiron Building, New York City**

**1021-1033 Ridge Avenue  
Philadelphia**



A complete Soda Fountain, ranging  
in price from \$325.00 to \$575.00.

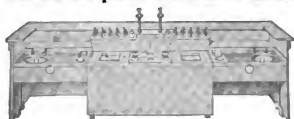
# DISPLAY FOUNTAINETTES

Another Stanley Knight creation which forms a part of our complete line of Soda Fountains, starting with these compact Display Fountainettes and ending with our massive 100 ft. masterpieces as built and installed for the F. W. Woolworth Co. 5c and 10c stores, and hundreds of other discriminating customers.

## ECONOMICAL — ATTRACTIVE

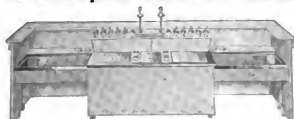
MODEL "B"

Our new low priced "All White" Fountain



MODEL "C"

Our new low priced "German Silver" Fountain



These new Models "B" and "C" offer the biggest buy in the soda fountain field. They are the very latest types on the market and contain many features that will appeal to you. All steel construction. Iceless, and direct icing.

*Send for Catalog S*

**THE STANLEY H. KNIGHT COMPANY**  
**CHICAGO**

*Distributors Everywhere*



## Above Competition

There is simply no comparison to be made between the MULTIPLEX Root Beer Barrel and any other Root Beer Barrel. Its superiority is so marked, and shows in so many ways. The barest description of it proves this.

The MULTIPLEX Root Beer Barrel mixes the Syrup and Carbonated Water in the Faucet, insuring a fresh drink every time. It measures the Syrup to each drink *automatically* and *accurately*—not a drop of the Syrup is wasted.

Try the MULTIPLEX test. Draw the Syrup separately, and see if it measures or keeps on running. MULTIPLEX stops running when the measured quantity is in the glass.

The MULTIPLEX Root Beer Barrel is so strongly built that it will last a lifetime. Furthermore, we keep it always up to date; because as soon as each new improvement on faucet is made we add it to your MULTIPLEX Root Beer Barrel without cost to you.

The MULTIPLEX Barrel also operates in connection with a tank or carbonator filled with ready-mixed Root Beer. Merely connect the carbonated water pipe to the tank or carbonator containing the finished Root Beer.

Handled by leading Syrup Manufacturers.  
Write us for their names.

## MULTIPLEX FAUCET CO.

Twenty-second and Cass,

St. Louis, Mo.



LA CASA DE LOS  
AZULEJOS, MEXICO CITY  
Operated by Sanborn Bros.  
as a soda grill and  
thé-dansant.



## If they'd only had Snug-seats in those grand old days!



Snug-seats are made with  
white, black, carrara or  
polished wood top, and plate  
glass tops with space open  
beneath for showing small  
articles of merchandise.

WRITE FOR CATALOG ILLUSTRATING ALL STYLES OF SNUG-SEATS. WE WILL ALSO SEND YOU THE ADDRESS OF THE NEAREST FACTORY DISTRIBUTOR.

**T**O please the young señoritas of three centuries ago, a Spanish nobleman spent a fortune building a ballroom in this unique glazed-tile-face palace, *The House of Tiles*, in Mexico City. We don't believe it would disturb the don's slumber to know that young people are dancing and romancing once more in this stately ballroom!

Sanborn Bros. recently took over this famous landmark. They converted it into a drug store, soda grill and thé-dansant. An advertisement, such as you are now reading, interested them in Snug-seat Tables, which increase the seating capacity of any room by 50%. They investigated, invested and are thoroughly pleased with the profitability of this Snug-seat equipped grill.

Snug-seat Tables are good friends of the cash register. People like to sit at these compact, sociable little tables—but they don't loll in the chairs. There's a brisk, hospitable air about Snug-seats, that invites people to draw up close to

the table and be refreshed. For that purpose they are very comfortable, but fellows who slump when they sit—and stay slumped until roused—will look elsewhere for lounging chairs.

The one big feature that makes Snug-seats so profitable to Sanborn Bros. and thousands of other dispensers is—

*They accommodate 50% more customers because they take up less room when in use than any other style of table.*

They speed up service by cutting down the length of the waitresses' journeys. At rush times, the tables can be filled, customers served and the tables refilled rapidly, without seeming to hustle anyone.

SNUG-SEATS ARE SURPRISINGLY REASONABLE. They look so rich and harmonize so well with expensive fittings that some think they are expensive. They're not. You'll be well pleased to learn how reasonable SNUG-SEAT prices are.

# The SNUG-SEAT Co. of America

740 HERRON AVENUE, PITTSBURGH, PA.

# CLEANLINESS *Brings* *More* CUSTOMERS

Keep *clean* and you *keep busy*.

Cleanliness is the one factor that makes one place popular while in another business lags.

Vitrolite table tops are always clean. The stroke of a damp cloth makes that spotless white gleam — inviting — luring all who see to linger — to sip a drink — to spend.

Vitrolite's value shows on your cash register.

Keep clean — keep busy — with Vitrolite.

*Vitrolite is a PURE WHITE substance, far harder and stronger than marble, that will not stain. Made into table and counter tops — used everywhere in ice cream parlors and drug stores. Ask your jobber or write us.*

THE VITROLITE COMPANY  
Chamber of Commerce Bldg., CHICAGO



*If it's  
Pure White  
it's*

**VITROLITE**





# Think It Over



The next time the agent comes in and counts up the money in his scale in your store, compare the size of the share he gets with the share he leaves you.

Why not keep it all? Your customers spent the money with you—in your store. Buy your own scale. It will save the agent's rent and pay for itself promptly.

Full information about our special plan on request. Fill out the coupon, attach your label, then mail it to us and—

*We'll do the rest*

## MILLS NOVELTY COMPANY

Largest manufacturers of Coin  
Operated Machines in the World

Jackson Boulevard and Green Street  
CHICAGO ILLINOIS

MILLS NOVELTY COMPANY,  
221 S. Green St.,  
Chicago, Ill.

Gentlemen:

Please send me particulars regarding your  
Self-Paying Scale Plan.

Have an agent's machine .....

Average earnings .....

Per cent to me .....

Name .....

Address .....

Town .....State.....



---

# COFFEE

*Make it the leader at your  
Soda Fountain this Winter*

IN the old days, the soda fountain man was like the seller of straw hats. He used to note the coming of winter with a long-drawn sigh. Profits went down and down until you needed a microscope to find them.

But those days have passed.

Hot drinks have come to grace the soda fountain, and a cheery smile has replaced that long-drawn sigh.

Everywhere you go you see signs of the popularity of Coffee as a winter drink. Soda fountain men are featuring it in the windows and on the mirrors. Thousands of people who used to visit the soda fountain only "every-once-in-a-while" during the winter are now

steady customers. And the jingle of the cash register is music to many ears.

Use good Coffee—make it fresh and keep it fresh—be sure it is daintily served—and you will find that it will be the leader among all the hot drinks at your fountain. Certainly it will be the most profitable.

We have two interesting booklets that we believe you will be glad to read and which we will gladly send you free on request. One is called "Coffee and Coffee Making," and the other, "Get a Reputation for Your Coffee."

Just send a postcard or letter and the booklets will come speeding back to you by return mail.

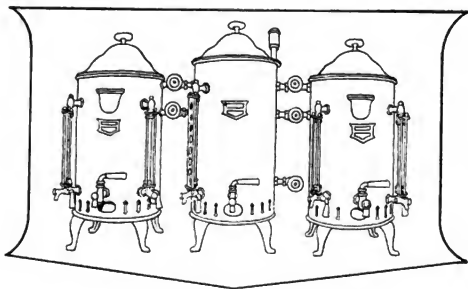
JOINT COFFEE TRADE PUBLICITY COMMITTEE

74 Wall Street, New York

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"Make better coffee with a Chamco."

**T**HE more closely you observe coffee urns, the more clearly you perceive what an extraordinary value the *Chamco* really is.



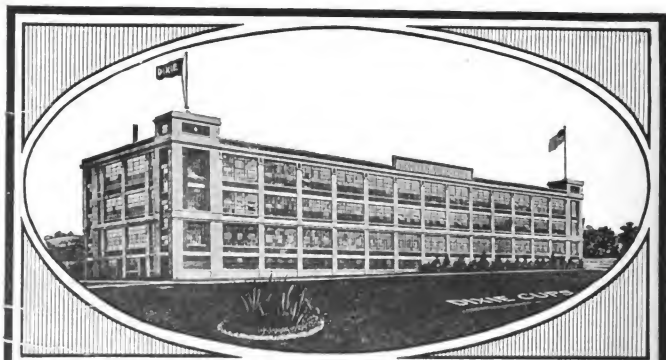
We have a dealer near you who will gladly confer with you regarding your coffee making problems without any obligation.

CARL H. ARWE MANUFACTURING CO.

Brooklyn, N.Y. U. S. A.

REGISTERED  
**CHAMCO**  
TRADE MARK

# Where DIXIE CUPS ARE MADE



This is the new Dixie day-light factory -- situated in the high hills where the air is free from dirt of cities. Here Dixie Cups are made and shipped by

the carload to the four points of the compass. Dixies are shaped round like a glass, snow white, and waxless. The graceful rolled brims are smooth as turned ivory.

Dixie Soda Service is 100% sanitary--saves operating expense and allows you to serve the big crowd faster.

Ask the soda fountain owner who uses Dixie Soda Service or write us today for details.

**INDIVIDUAL DRINKING CUP COMPANY INC.**  
EASTON, PENNA.

WITH BRANCHES AT

New York      Philadelphia      Chicago      Baltimore  
Cleveland      Los Angeles





### *Selecting Straws*

## 2. essentials—

**Price:** A saving of two and a half to five Dollars per case (depending on the quantity ordered)

**Quality:** SANI-PAKT Straws are *seamless* always *uniform* in length, have *round* not *flat* openings at the ends

☛ Recognized by high class Fountains as "*The finishing touch to perfect service*"

WRITE for SAMPLES and PRICES

**SANI-PAKT Products, Inc.**

18 EAST 38<sup>TH</sup> STREET NEW YORK

# Be Prepared To Serve HOT COFFEE

Each cup made to order with as much dispatch as drawing long standing coffee from the urn. Simply add one (1) teaspoonful of G. Washington's Coffee to a cup of hot water—cream and sugar if desired. Presto! a delicious cup of coffee is ready! A lasting reputation for serving good coffee is yours by merely establishing G. Washington's Coffee at your fountain.

No over or undermaking. A profit on every cup you make and sell is assured.

Quality always uniform. Every can guaranteed to give satisfaction.

# G. Washington's COFFEE

ORIGINATED BY MR. WASHINGTON IN 1909

## FREE!



### A Full Size (45c) Can of G. Washington's Coffee

We want you to get personally acquainted with G. Washington's Coffee to prove its quality and efficiency without cost to you.

OUR FREE OFFER To the Fountain Proprietor—Just tear off the bottom of this advertisement, attach to your letter head and send it to us right now. That's easy! We will send you, by parcels post, free, a full size (45c) can of G. Washington's Coffee, sufficient to make a number of cups of delicious coffee,—no red tape to this remarkable offer—no strings of any kind. It shows our confidence in G. Washington's Coffee—our eagerness to have you know all about it and have you determine for yourself how excellent G. Washington's Coffee really is.



G. WASHINGTON COFFEE REFINING COMPANY,

Dept. S

522 Fifth Avenue, New York City

Comes in four sizes—Standard (1 $\frac{1}{4}$ oz.), Medium (2 $\frac{1}{2}$ oz.), Family (4 oz.), and Hotel (16 oz.). The three smaller sizes are sold in a large way by many druggists—every day—evenings, Holidays and Sundays. The Hotel size is the economical size for the Fountain Trade.

# WINTER SALES!

**Attractive!      Profitable!**

Every soda dispenser knows that to help his sales during the winter months he must have a popular hot drink. As an after-the-show refreshment on a cold night nothing can take the place of a cup of piping hot cocoa.

LO-JO INSTANTANEOUS COCOA is scientifically prepared from dry cocoa flour made from imported cocoa beans, full cream milk and pure cane sugar blended in just the right proportions.

LO-JO INSTANTANEOUS COCOA is instantly soluble in boiling water and makes a most delicious and satisfying beverage with no trouble or loss of time.

LO-JO INSTANTANEOUS COCOA is sold in individual one ounce packages, each sufficient for one cup of cocoa, or in larger containers to suit all requirements.

*Write today for samples and prices.*

**LOGAN-JOHNSON, Ltd.**

**BOSTON, MASS.**

*Manufacturers of Crushed Fruits and Syrups for Soda Fountain Use*



# No Sliding Scale

A Case or a Carload

STRICTLY NET—New Low Prices

*"The Liquid"*

So - da - licious  
Fruits, Syrups  
and Confections

## Buy Now for Future Delivery

"Liquid" Fruits and Syrups represent our ideal of the proper quality for soda fountain use.

Your success means more business for us in Soda Fountains, Carbonic Gas and other supplies. We are willing to sacrifice profit in the sale of Fruits and Syrups in order to provide you with the highest possible quality at the minimum price.

"Liquid" Strawberries have the rich red color, and the flavor of ripe, fresh berries.

"Liquid" Pineapples have a flavor not found in other lines. They are genuine Hawaiian pack.

"Liquid" Cocoa Paste is made from the best Dutch process Cocoa obtainable and has no equal.

"Liquid" Ready-to-Use Cocoa Syrup is a new product that will cause your customers to comment on its excellency.

Every fruit and flavor in the "Liquid" line is prepared with but one idea in mind—to make it superior to any other similar product.

Write our nearest Branch or jobber for price list.

New York  
Kansas City  
Cincinnati  
Minneapolis  
St. Louis

Boston  
Pittsburgh  
Milwaukee  
Atlanta

*"The Liquid"* Carbonic  
Company  
CHICAGO

Memphis  
Toronto  
Portland  
San Francisco

Dallas  
Philadelphia  
Los Angeles  
Phoenix

Write for Booklet—"Soda Secrets" of Formulas  
Advertising Liberally Supplied



# SPEEDMIXER



**The Drink Mixer That Puts More Dollars In Your Cash Register  
Fountain Profits Are Built On Quality, Service, Cleanliness**



New York, October 4, 1921.

Mechanical Mixers Corporation,  
203 East 12 Street,  
New York City.

Gentlemen:

Please ship to 110 Pearl Street two of your Speedmixers for use at our new fountain at No. 1 Broadway, conditions of sale same as on previous orders.

We wish to take advantage of this opportunity to tell you that these mixers have proved entirely satisfactory and as a matter of fact, have entirely replaced all other makes of mixers heretofore used by us. We find that our Speedmixer does the work of any other three mixers that we have used, and it is a source of satisfaction to us to know that not one cent has been spent in the maintenance and repair of any of the 17 machines now in use, the first two of which were installed over six months ago.

We recommend your Speedmixer without reservation.

Yours very truly,

*Arthur R.*

Vice President and General Manager.

AP:M

## Quality—

The acme of taste and texture by having all drinks mixed to a consistency that is smooth, palatable and pleasing.

## Service—

The ability to satisfy the desires of the most exacting customer in a few seconds.

## Cleanliness—

All utensils washed after each order, assuring customers of perfect cleanliness.

The SPEEDMIXER does all of this and more—it will stand up indefinitely without repair.

*Order thru your Jobber*

If your Jobber does not carry the SPEED-MIXER, write us direct.

**Mechanical Mixers Corporation**

203 East 12th St., New York City

# THE POLAR-SPRAY DISPENSER CO.

*Positively Sanitary*  
**'PURE AND COLD AS THE FROZEN NORTH'**

OFFICE 1408-1472 W 25<sup>TH</sup> ST. FACTORY 1472 W 26<sup>TH</sup> ST.

*Cleveland, Ohio.*



**JUNIOR POLAR-SPRAY**  
 Has one service faucet and is adapted for the smaller business.



**GIANT POLAR-SPRAY**  
 Has two service faucets; also overhead ice chamber which insures an ice cold drink and in addition creates a most wonderful display. Will take care of the busiest fountain; two people can operate in case of a rush.

THE POLAR-SPRAY DISPENSER IS MADE FROM PHOSPHOROUS BRONZE, SILVER PLATED. MAKES A HANDSOME FIXTURE ON ANY FOUNTAIN.

Will dispense either a creamed or liquid drink with one operation.



**SERVICE COUNTER (Front View)**

This counter can be moved about as desired—on street corners, dance halls, picnic grounds, etc. Requires no plumbing or extra connections. Junior or Giant Polar-Spray Dispenser may be used.

The POLAR-SPRAY is the only dispenser that will dispense a **PERFECT—AERATED—ICE COLD THOROUGHLY MIXED Beverage** with **ONE OPERATION**, and always uniform.

**IT ELIMINATES PAST EVILS SUCH AS**

Overdosing with syrup  
 Not enough syrup  
 Stirring with spoon  
 Serving warm drinks

## The Polar-Spray Dispenser Means More Profit—Satisfied Customers

The rotating nozzle which sprays the liquid on the walls of the glass cylinder in the aerating chamber produces a **MAGNETIC FLASH** that will draw the most discriminating person to your fountain.

*Write your jabber or direct*

**THE POLAR-SPRAY DISPENSER CO., CLEVELAND, OHIO**

# DEALERS: NOW READY!

## The New Model-B- "SPEED KING" Mixer & Dispenser

No Waste  
No Guesswork  
Every Drink Uniform

Saving in Materials  
Saving in Time  
Sanitary

Increased Sales  
Due to  
Prominent Display

### 10—NEW FEATURES—10

MOTOR, 12,000 Rev. 50%  
faster than other makes, entirely  
enclosed—moisture proof.  
No shocks—guaranteed 1 year.

OPERATIONS very rapid—  
takes but 30 seconds to thor-  
oughly mix any drink.

VALVE CHAMBER  
DOOR can be quickly  
opened, 2 different valves  
so that operator can dis-  
pense a quantity equal to  
1 or 2 spoonsful.

VALVE COVER  
Closes automatically air-tight  
over bottom of valve after  
each operation, keeping  
valve dry, preventing any sticking  
or gumming of valve.

OPEN HERE TO FILL JAR.  
Capacity 5 lbs. Ground glass  
cover—closes air-tight.

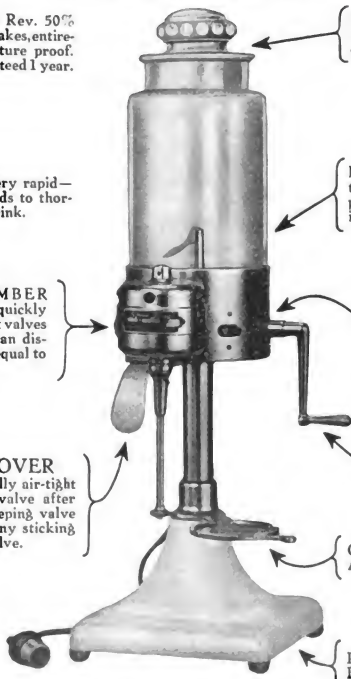
ROTATING WING and  
three prong agitator which  
plows thru malted milk, keep-  
ing free from lumps or packing.

GENERAL ELECTRIC  
TUMBLER SWITCH.  
Press to right to start  
motor.

OPERATING HANDLE  
One full turn per drink.

CONTAINER SWINGING  
ARM.

PORCELAIN PEDESTAL  
BASE.



**DEALERS:** Write or wire us for electrotypes for your  
1922 catalogues. Secure our attractive  
"jobbers' discounts and circulars.

**SPEED KING MFG. CO., 29 E. Madison St., CHICAGO, ILL.**

Sells for  
5c

Sold 432 Packages  
per Week

5¢.

Making \$8.10 gross on a \$13.50 investment. Like this business?

**L**ITTLE Sun-Maids, "The Between Meal Raisins," did that for a small dealer in Los Angeles. He didn't push 'em—they just went.

432 packages—that's three cases, in a week!

And now lend us your ears for a minute. He paid \$13.50 for those three cases. He sold them for \$21.60!

He made \$8.10!

Great Scott! That's 37½ per cent on the selling price.

But for the sake of argument we'll suppose it cost him 20 per cent to do business. That leaves him 17½ per cent net; \$6.48—all velvet!

Yes, sir!—suppose you purchase one case a week at \$4.50 per case and sell a case a week. Well, you'll

make 1456 per cent (one thousand four hundred and fifty-six per cent!) on your investment per year. THAT'S ALL.

How about it? Think you'll ever be able to find another nickel seller with a better dividend attached to it? No chance!

Anyhow—it'd be a good idea for you to try a case, just for the fun of seeing 'em go! They'll make money for you—we promise you that. But try 'em out and see for yourself.

Use the scissors on the coupon—order blank below. Fill it out and mail it in. You'll get four dollars and a half worth of the best nickel seller you ever carried! Clip coupon today—right now!

Six Like This  
in Every Case  
—What?



California Associated Raisin Co.

Membership 13,000 Growers

DEPT. F-912, FRESNO, CALIFORNIA

## LITTLE Sun-Maids

"The  
Between-  
Meal  
Raisins"

California Associated Raisin Co.

DEPT. F-912, FRESNO, CALIFORNIA

Please ship to me at once.....  
cases (1 gross of 1½-oz. packages to the case)  
Little Sun-Maids, and charge my account.

(Your name)

(Your address)

(Write in jobber's name)

(Jobber's address)



## Reduced Prices on *Veribest* TRADE MARK Grape Juice

You are sure to be interested in the new lowered prices of Veribest Grape Juice. It means more business for you, because soda fountain patronizers everywhere are already familiar with the satisfying Concord Grape flavor of Veribest. The new price is an extra incentive that will insure even bigger sales and profits than ever before.

Veribest is just the pure, unadulterated, unsweetened juice of choice, sun-ripened, luscious Concord Grapes pressed on the same day the fruit is picked from the vine.

### A Good Seller by the Bottle

It's a good seller by the bottle also, because most of your customers know that Veribest Grape Juice will stand considerable diluting without losing its original flavor and sweetness.

Get in a supply of Veribest Grape Juice—display it conspicuously on your counter and in your window. You will soon notice a satisfying increase in your grape juice business.

**Veribest Fruits and Syrups are also real helps in building up a steady repeat patronage. Their purity and deliciousness are bound to increase sales.**

*If the Armour salesman is not calling on you regularly, write the nearest Armour Branch House—we will be glad to mail you prices and full particulars.*

**ARMOUR  COMPANY**

Soda Fountain Department

**CHICAGO**

Detroit-White Eagle Candy Company, 4126 Chene street has opened for business.

Jackson Platt Candy Company has been incorporated, capital \$10,000. Incorporators: E. S. Jackson, F. A. Platt, G. B. Cody.

Kalamazoo-Joe Schenck opened a soda and ice cream emporium at 81 West Walnut street.

Negaunee-Charles Lahde, confectionery, sold out to John Kumpi.

#### MINNESOTA

Brainerd-W. E. Wilson will open a confectionery business.

Hibbing-Sampson Brothers have opened a confectionery store.

Minneapolis-Kemp's Ice Cream Company has obtained a building permit to erect a cold storage warehouse at 15-19 Royalton avenue North.

Northwestern Ice Cream Company has planned to erect a co-operatively-owned ice cream factory. Sixty-five Minneapolis druggists have already joined the plan.

#### MISSOURI

Centralia-Vane Brown and Randall Burrell have purchased the Reese ice cream parlors and confectionery from J. F. Reese.

Columbia-J. H. Hopper, a druggist, and Searcy Pollard, county clerk of Boone County, will install a modern soda fountain in connection with the drug store that they will soon establish in the Boone County Trust Building.

Sam Meyerow sold his Pennant Confectionery at 12 South Ninth street to J. A. Heibel who will add a drug department.

Kansas City-Walter L. Goode, proprietor of restaurants at 112 East Twelfth street and 211 East Eleventh street, has filed a petition for voluntary bankruptcy.

Springfield-The Mapo Producers Refining Company has been organized with a capital stock of \$12,000, and will establish a plant for the manufacture of syrups and candy. The stock is held by William H. Leslie, G. C. Pike, L. W. Fisher, C. H. Frederick and Frank Pike.

H. I. Harris will install a modern and up-to-date soda fountain in the drug store that he is soon to open at College street and North Main.

#### MONTANA

Scobey-B. Stephens opened a cigar and confectionery business.

#### NEBRASKA

St. Paul-Mrs. Moore sold her ice cream and confectionery business to P. K. Beauchamp, Jr.

#### NEW HAMPSHIRE

Concord-Aris K. Manilus, formerly owner and manager of the Palace of Sweets Ice Cream Company, of Manchester, has bought the Purity Ice Cream Company, recently owned by Angelo Diversi.

#### NEW JERSEY

Atlantic City-K. K. Furman has rented the building at 724-726 Asbury avenue, formerly the Parker Miller Ice Cream factory, and will open an ice cream business.

Irrington-Braun-Debold Co. has been incorporated, capital \$25,000, to manufacture confectionery. Incorporators: William A. Braun, Paul Debold and R. A. Braun.

Jersey City-The Rose Candy Co., 9 Rose Avenue, has been incorporated, capital \$25,000, to manufacture and deal in confectionery. Incorporators: Charles F. Heiserman, Harry Boiles and Frank Ickstadt.

D. Follender's Sons Co. has been incorporated, capital \$30,000, to manufacture and deal in confectionery. Incorporators: Harry L. and A. Follender, and E. Cohen.

Federal Carbonic Gas Company, manufacturers, has been incorporated, capital \$500,000; incorporators, Frank E. Taylor, Thomas J. Burke, R. Emmett Sullivan.

Newark-Trachtenberg Brothers, 520 Central Avenue, have filed notice of organization to manufacture and deal in confectionery. Theodore and David Trachtenberg head the company.

The L. W. Robbins Ice Cream Company of Philadelphia has leased for a long term of years the three story brick building and the adjoining two story stable at the northeast corner of Plane and Hackett streets. The lessees contemplate establishing a modern, high-class ice cream plant, and will begin operations about January 15.

New Brunswick-Barlow's Drug Store, Raritan avenue, Highland Park, has just completed the installation of a complete and up-to-the-minute machine and soda fountain service.

Trenton-The Hildebrecht Ice Cream Company has been incorporated, capital \$100,000; incorporators, C. F. Hildebrecht, A. B. Hildebrecht, William H. Titus.

#### NEW YORK

Albany-The Capital City Confectionery Corporation has been incorporated, capital \$5,000; incorporators, C. H. and D. Waite, W. C. Stock.

Brooklyn-Antio Candy Company has been incorporated, capital \$5,000; incorporators, W. H. Callahan, S. Black, R. W. Matthews.

Buffalo-The Paterson Candy Company has been incorporated, capital \$50,000; incorporators, A. C. and L. A. Paterson, W. E. Schaefer.

New York-The Orange Smile Syrup Company of New York, Inc., filed a petition in bankruptcy.

Arabian Fruit Bar Company, candy, has been incorporated, capital \$10,000; W. T. Webster, P. Korbett, N. Behan, incorporators.

The Mirror Candy Company has bought the building at 40 Nassau street, where it will establish its fifth downtown store.

Lefkowitz & Saperstein, candy and tobacco, have been incorporated, capital \$10,000; incorporators, M. Lefkowitz, I. Saperstein, L. A. Saffian.

Niagara Falls-Grambo Ice Cream Company is erecting a new factory on Main st.

Ransomville-W. J. Kurliska, Henry A. Swiger and Charles N. Grambo are planning to incorporate a company for the purpose of manufacturing and wholesaling ices and ice cream.

Rochester-C. E. Booth has discontinued the wholesale manu-

facture of "Beach's Ice Cream" and is confining his supply entirely to church and social functions.

Schenectady-Trip Confectionery Company has been incorporated, capital \$10,000; incorporators, W. A. and M. K. Cregan, C. L. Secor.

#### NORTH CAROLINA

Greensboro-The King-Turner Company has been incorporated, capital \$25,000, to manufacture and deal in confectionery products. Incorporators: E. A. Hood, W. H. King and W. E. Turner.

#### NORTH DAKOTA

Glen Ullin-E. C. Hudson, confectionery, sold out to Nick Seeger.

Helington-L. B. Richards, confectionery, sold out to H. L. Browning.

Hunter-H. J. Wagner & Son bought a confectionery business.

Minot-Phillip Karson, confectionery, sold out to George S. Mangan.

Mott-L. B. Richards, confectionery, has been succeeded by H. L. Browning.

Wahpeton-L. M. Harris bought the Lieber confectionery business.

#### OKLAHOMA

Defiance-The Defiance Ice Cream Company has been incorporated, capital \$25,000; incorporators, W. C. Hopkins, A. B. Tharp, L. W. Hopkins, F. V. Tharp, G. E. Watts.

Kent-H. B. Thompson recently installed a new soda fountain in his drug store.

Ravenna-The Paradise Candy Company has been incorporated, capital \$100,000. C. H. Bunker is president; C. H. Muttern, treasurer.

Spring-In the Fall an ice cream and candy manufacturing plant will be erected.

#### OKLAHOMA

Blanco-The Lane Drug Co. of Coalgate has bought the store of the Whitaker Drug Co., and the name will be changed to the Blanco Drug Co.

Wilson-Wilson Candy Company has been incorporated, capital \$10,000. Incorporators, Jack Herbert, E. S. Weston, K. S. Davitt.

#### OREGON

Boardman-A. B. Chaffee has succeeded to the confectionery business of C. S. Solyer.

Medford-The Medford Candy Company has been incorporated with a capital stock of \$30,000 by George A. and H. V. Beane and L. F. Marshon.

#### PENNSYLVANIA

Allentown-The Her-Bro Chocolate Co. has filed notice of organization to manufacture and deal in chocolate and other confectionery products. Roy Z. J. N. and I. N. Hershey head the company.

The "Smile Syrup Co. of Pennsylvania" has been organized by E. A. Lambert and M. C. Williams to manufacture and deal in flavors, extracts and syrups.

Dorchester-W. F. Fadden Ice Cream Company is erecting a new plant.

Harrisburg-The American Confectionery, 50 North Front street, Stetson, is now being operated by L. E. Stewart.

Hazleton-The Leitchman Ice Cream Co., Inc., has planned to erect a large addition to the Leitchman plant on East Green street.

Kingston-Operations have been commenced on the new ice cream manufacturing plant of M. F. Fadden & Son.

Lancaster-John S. Wilson, conducting the Wilson Candy Co. has filed a petition in bankruptcy.

Mount Joy-The College Hill Dairy and Ice Cream Company was formed as a limited partnership by A. W. Mumma, S. G. Grayhill, and Mary P. Mumma.

Philadelphia-Quaker Ice Cream Company, manufacturers of ice cream, etc., has been incorporated; capital \$25,000. Incorporators: F. K. Hansell, J. Vernon Piman, M. M. Friedman.

The Blue Bird Candy Co. has filed notice of organization to manufacture and deal in confectionery products. Lawrence S. Somers, E. M. and I. Rothman, head the company.

The Velvetine Candy Co. has leased the store at 1544 Chestnut Street and will deal in candy and confections.

A. J. Anderson has purchased the confectionery store at 1125 Highland Avenue formerly operated by A. Dougherty.

Scranton-The Smith & Clark Co. Wilkes-Barre, manufacturers of ice cream, is having plans prepared for the erection of an ice cream manufacturing plant on Wyoming Avenue.

Wellston-Z. H. Peters, owner of the Wellston Ice Cream Company, has sold the ice cream manufacturing business to Rupert & Pepperman of Williamsport, who will occupy the Schrader mill. The retail part of the business was sold to Adolph Aloise, who will continue the business in the present location.

Wilkes-Barre-Reichard & Weaver, manufacturers of soft drinks, beverages, etc., have awarded a contract for the construction of a new addition to be one story and basement, 65x12 feet, located at 4508 Water Street.

#### RHODE ISLAND

Providence-The J. L. Gannon Co. has been incorporated, capital \$150,000. To manufacture and deal in beverages and soft drinks of all kinds. Incorporators: Irving L. Dickens and Adolph Gorman.

Richard & Lamson, Inc., who will buy, sell and deal generally in machinery and equipment, ice cream machinery and accessories were granted a charter. The incorporators are Charles V. Richards, Harold D. Lamson and Helen V. Lamson.

#### SOUTH CAROLINA

Greenville-The Carolina Ice Cream Company, which was recently incorporated with a capital of \$75,000, has acquired the plants of the Charleston Ice Cream Co. and the Greenville Ice Cream Co., Greenville, and will operate the new works as branch plants. Charles M. McGee, is president; L. E. Girardeau, secretary and treasurer of the company.

**SOUTH DAKOTA**

Redfield—H. E. Moser bought a confectionery store.  
 Winner—E. G. Oldham, confectionery, sold out to J. J. Mullany.  
 Yankton—Walter Langford bought the B. & B. Confectionery business.

**TEXAS**

Bonham—Ode Roberts and associates have purchased the Bonham Candy Company.

**VIRGINIA**

Richmond—The Horn Ice Cream Company has been issued a charter. Henry W. Hofferberg, of Baltimore, is president and Kenneth H. Frames, of Richmond, is secretary.  
 Winchester—The Sine Ice Cream Company has purchased the 90 by 100 feet plot at Main and Gibbons streets.

**WEST VIRGINIA**

Huntington—The Imperial Ice Cream Co., Clarksburg, W. Va., of which M. B. Sine is director, is planning for the erection of a new plant for the manufacture of ice cream and kindred products.

**WISCONSIN**

Antigo—The Taylor Beverage & Candy Company of Rhinelander will open a branch.  
 Beaver Dam—A. Elliott purchased the Beaver Dam Lunch Room and Ice Cream Parlor.  
 Way Wilcox opened a cigar, candies, and soft drink business at 143 First street.

Florence—Jacob Lequios opened a confectionery business.  
 Racine—The Kellogg Ice Cream Company has let a contract for the construction of an addition to its Pine street factory which will give the plant an output of 2,500 gallons a day. The new portion will be for hardening and storage. A 20 ton compressor will be installed.

Rochester—Frank Edwards is erecting a building and will open an ice cream parlor.  
 Two Rivers—James Greenwood leased the Wisconsin House, a hotel, and will conduct a confectionery business in connection therewith.

Viroqua—Elvin O. Anderson, confectionery, etc., sold out to Marcellus Nelson and Elmer Parr.  
 Waukesha—Mrs. Susie Harding, confectionery, cigars, etc., sold out to Wm. Knobel.

Wausau—Marion A. Olson sold his Ideal Ice Cream factory to Vernon & Harry Hanson.

**WYOMING**

Laramie—E. E. Bills bought the Alonzo Candy Store.

**Patents and Trade Marks****PATENTS****Granted October 25, 1921**

1,394,320—Harry Alexander, Jersey City, N. J., assignor to New York Bottling Corporation, New York, N. Y. Syrup measuring device for bottle fillers.

**Granted November 1, 1921**

1,393,386—Hubert T. Pierson, Hoquiam, Wash. Guard for drink mixers.  
 1,393,425—Joseph E. Kennedy, New York, N. Y. Apparatus for cutting fruit, vegetables, and the like.  
 1,395,655—George V. Porz, Cleveland, Ohio. Means for feeding and cutting ice cream.

1,395,715—Eustance R. Knott, Sharon, Mass. Popcorn sifting machine.

**Granted November 8, 1921**

1,396,469—Marry J. Steele, San Francisco, Calif. Dispensing container.  
 1,396,632—Aage Jensen, Portland, Oreg., assignor to Jensen Creamery Machinery Co., Inc. Method and apparatus for treating liquids, milk, cream, and the like.

59,603—(design)—Thomas F. Lawton, assignor to Cone Co. of America, New York, N. Y. Ice cream cone.

**Granted November 15, 1921**

1,396,743—Engene Gray and James C. Bickley, Stoughton, Wis., said Bickley assignor to said Gray. Milk and cream testing apparatus.

1,396,995—Henry B. Goolley, assignor to The American Paper Goods Co., Kensington, Conn. Dispensing apparatus.  
 1,396,996—Lloyd Groff Copeman, Flint, Mich. Refrigerating apparatus.

1,397,169—Mark J. Ingle, Washington, D. C. Carbonated ice cream and process of making same.  
 1,397,187—Thaddeus C. Tucker, Oakland, Calif. Process of salting nuts in the shell.

1,397,251—Stacey A. Haines, assignor to The Haines Products Co., Cleveland, Ohio. Dripless faucet.  
 1,397,253—Robert G. Mitchell, Mount Vernon, N. Y. Glass holder.

1,397,391—George C. Ameron, Des Moines, Iowa. Combined cooler display case and refrigerator.  
 1,397,445—Philipp Muller, Leipzig, Germany. Device for atomizing and drying or evaporating milk and other liquid substances.

**Granted November 22, 1921**

1,397,620—Warren F. Clark, assignor, by means assignments, to Automatic Electric Heater Co., Warren, Ohio. Multiple unit construction.

1,397,723—Bruce E. Clark, Kansas City, Mo. Food compound.  
 1,397,740—Adolph P. Rapp, New York, N. Y. Chewing gum or chewing gum substitutes.  
 1,397,757—Thomas Alva Ebaugh, Kansas City, Mo. Confection apparatus.

1,397,929—Charles A. Geddes, assignor to Explorer Mfg. Corp., Philadelphia, Pa. Carbonator and draft arm for soda water.

1,398,000—Lawrence W. Lucien, Mountain Lakes, N. J. Dispensing apparatus for sanitary drinking cups.  
 1,398,008—Irving S. Merrell, assignor to Merrell-Soule Co., Syracuse, N. Y. Process of treating juice and product.

1,398,061—Irving S. Merrell, assignor to Merrell-Soule Co., Syracuse, N. Y. Same as preceding.  
 1,398,114—Henry Bell, Cleveland, Ohio, assignor, by means assignment, to Frederick J. Kuhlmeier, Burlington, Iowa. Apparatus for heating, roasting and cooling food products.

**TRADEMARKS****Published October 31, 1921**

160,164—Chocolats Finis Zuercher S. A., Clarent-Montreux, Switzerland. Design. Chocolate and cocoa for beverage purposes, etc.

**Published November 7, 1921**

123,556—Mathias. Pitzl, New Munich, Minn. "Be-Wa." Non-alcoholic, maltless beverage, sold as a soft drink.  
 131,940—Bourman & Son, Chester, Del. Design. "Clover Club." Ginger ale, apple juice, grape juice, root beer and sarsaparilla.

133,930—The Beverage Corp., Buffalo, N. Y. Design. "Ironquoin." Non-alcoholic, maltless beverages, etc., sold as soft drinks.

138,162—John M. Eckenrode, Pasadena, Calif. Design. Root beer.  
 139,246—Clinton Malt Product Co., Clinton, Iowa. Design. Malt syrup used for and in the manufacture of beverages.

142,816—Standard Bottling and Extract Co., Boston, Mass. Design. "White House." Syrup for making non-alcoholic, maltless beverages.

145,807—Diebold B. Nigg, St. Louis, Mo. "Thistle." Non-alcoholic, non-cereal, maltless beverage, sold as soft drink.  
 147,110—Paul Kolbe, Detroit, Mich. Design. "Pec-Kay." Non-alcoholic, maltless beverages sold as soft drinks in containers.

147,389—American Milk Products Co., New York, N. Y. "Favorit." Unsweetened evaporated milk.  
 148,817—Samuel Schusterman, New York, N. Y., assignor to The Rippel Corp. Design. A non-alcoholic non-cereal, malt less beverage sold as a soft drink and syrup for making the same.

150,335—The Moon Beverage Co., Milwaukee, Wis. Triangular soft drink.  
 150,797—American Cereal Coffee Co., Chicago, Ill. "Jiffie-Kup." An extract or concentrate used as a substitute for coffee.

150,973—National Biscuit Co., Jersey City, N. J. "Trumpet." Ice cream cones.  
 151,321—Jacob House & Sons, Buffalo, N. Y. "BirchBuds." Non-alcoholic, maltless beverages and syrups for use in making non-alcoholic maltless beverages.

151,541—The C. C. Inc., Louisville, Ky. "Coloroma." Non-alcoholic, maltless carbonated soft drinks and fountain syrups.

152,043—Schoenhofen Co., Chicago, Ill. "Edelweiss." Orange soda, cherry soda, grape soda, sarsaparilla, etc.  
 152,304—Gerhard Lang Brewery, Buffalo, N. Y. "No-Trosc." Malt syrup for use in the manufacture of beverages.

**Published November 14, 1921**

122,213—McDaniel Drug Co., Louisville, Ky. Design. Non-alcoholic, non-cereal, maltless syrups and flavorings for making soft drinks and the beverages made therefrom.

131,984—Pittsburgh Brewing Co., Pittsburgh, Pa. "Tech." Non-alcoholic, maltless beverage sold as a soft drink.  
 139,033—Sigmund L. Goldman, Chicago, Ill. Design "Red Sun." Malt and fruit extracts and syrups for use in making non-alcoholic beverages.

140,182—Instant Extract Co., Monaca, Pa. Design. "Du Drink." Non-alcoholic maltless flavoring extracts for birch beer and raspberry-ade.

149,971—George Van Horn Mosley, San Antonio, Tex. Design. Non-alcoholic, maltless beverage sold as a soft drink.  
 151,015—Clarence Paul Johnson, Design. "Grape-Fruit-O." Non-alcoholic, maltless beverage sold as a soft drink.

151,563—River Nile Co., San Francisco, Calif. "River Nile." Non-alcoholic, maltless beverage similar to soda water soft drink.

152,505—Keen Kola Mfg. Co., Dallas, Texas. "Tay." A non-alcoholic, non-cereal, maltless beverage sold as soft drink and syrup for making the same.  
 152,082—Rafael Escofet y Haag, Tarragona, Spain. Design. Unfermented grape juice and unfermented juice of other fruits.

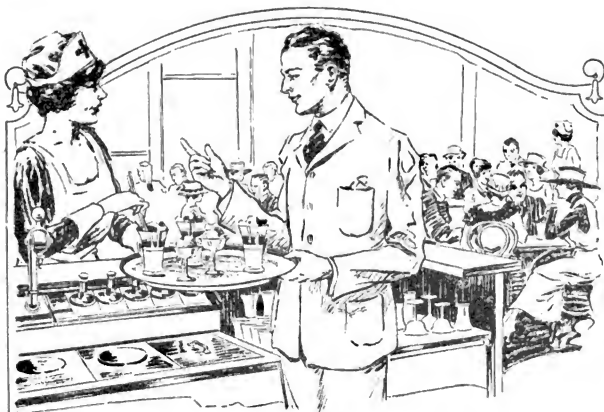
**Published November 21, 1921**

145,619—Equinox Mountain Spring, Inc., New York, N. Y. Design. Maple syrup, maple sugar, maple cream, etc.  
 146,176—The Wawbeek Spring Water Co., Sufield, Conn. Design. "Wawbeek." Ginger ale, ginger beer, sarsaparilla, birch beer, root beer, etc.

148,454—"Pep" Laboratory, Chicago, Ill. Design. A non-alcoholic, non-cereal, maltless beverage sold as a soft drink and powder for making same.

149,076—Rafael Escofet, Tarragona, Spain. "Mostelle." Unfermented grape juice and unfermented juice of other fruits.

152,320—Robert J. Shine, Hagerstown, Md. Design. "Red Eye." Non-alcoholic, non-cereal, maltless beverage sold as soft drink and syrup for making same.  
 152,240—Devoline Candy Co., Baltimore, Md. "Mavis." Chocolate syrups and other maltless syrups used in connection with soft drinks and at soda fountains.



## *A Good Fountain is Essential to the Greatest Success of the Modern Drug Store*

A GOOD fountain is a splendid profit-maker. With fountain drink prices stabilized at a very, satisfactory level, and an assured and constantly growing demand, the installation of an attractive, efficient soda fountain is in itself an investment which invariably earns prompt and gratifying returns.

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The high efficiency of a GUARANTEE Fountain, its unfailing ability to produce perfect drinks and confections, has made it the choice of thousands of the most successful druggists. If you have no fountain, or you are not satisfied with your soda fountain profits, by all means investigate the GUARANTEE proposition now.

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Must have construction, as well as Sales experience, with initiative and ability to lead.

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# *White Stokes* **MALL° Electric Fudge Warmer**

*Handsome—Practical—Convenient*

Especially adapted for preparing MALL° Toppings for Winter Sundaes.

This *Fudge Warmer* and MALL° Toppings will keep your fountain busy all Winter.

The MALL° Electric Fudge Warmer has two one-half gallon jars for heating toppings and a capacity of one gallon of water for hot drinks. It is heavily nickel plated and equipped with water gauge and faucet. Height 12 inches, width 18 inches, weight 10 pounds.

The most popular hot fudge sundaes are :

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- MALL° Butterscotch
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*The price of the Fudge Warmer is only \$30.00. Write for special offers on Fudge Warmer and assorted Toppings.*



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WILL INCREASE YOUR DAILY FOUNTAIN SALES BECAUSE IT MAKES SO DELICIOUS A CUP OF HOT CHOCOLATE—THE UNIVERSAL WINTER DRINK. IT MAKES THE KIND OF HOT CHOCOLATE THAT BRINGS YOUR CUSTOMERS BACK FOR MORE.

Fresh Full Cream Milk blended to the point of an emulsion by the inimitable Peter's Swiss Process. Instantly and completely soluble. Simply add hot water and serve. No waste. Every cup perfect.

Write for sample to:

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SWISS CHOCOLATES CO., Inc.**

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This attractive China Jar and an Aluminum measuring spoon supplied to customers.

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**PANAY SECTIONAL SHOW CASE CO.**

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## Worthy Team Mates of the National Favorites

### *Some Holiday Suggestions That Will Build Business*

We are well known, of course, as makers of those great sellers, Cracker Jack and Angelus Marshmallows. To thousands of jobbers and dealers, however, we are also favorably known as one of the largest makers of plain and fancy staple candies.

Hard Candies	Penny Goods
Satin Finish Candies	Bar Goods
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Creamed Bon Bons	Fruit and Nut Fudges
Kindergarten Mix	Crystallized Jellies
Broken and Cut Mix	Reliable 400—Marshmallows

*Packed in Barrels, Pails, Tins and Glass*

### PRICE REDUCTION

New Retail Price

**Cracker Jack 8c**  
**Angelus Marshmallows 12c**

East of the Rocky Mountains

*We solicit your inquiry on candies you  
are especially interested in. Samples  
furnished free to salesmen on many lines*

### RUECKHEIM BROS. & ECKSTEIN CHICAGO and BROOKLYN

*Makers of Cracker Jack, Angelus Marshmallows  
and other "RELIABLE" Confections*

One taste  
invites  
another

The more  
you eat—  
the more  
you want



## Serving the trade since 1909!



## —the ORIGINAL PAPER CAN

*(With the famous "locked crimp"  
bottom and top)*

### for ICE CREAM Sodas, Sundaes and Soft Drinks

PURITY PAPER CANS are thoroughly paraffined, but by a process which has made them famous for their fine, dry, hard, manila-colored surface.

The adoption of the PURITY PAPER CAN service is the surest way of increasing ice cream sales and creating the "carry home" habit. It will bring new customers into the store and stimulate buying among the old.

Write for samples for your own trial. This is the only way to learn of their goodness.

### THE PURITY PAPER VESSELS COMPANY

**Baltimore, Maryland**

Ask for "PURITY" Paper Cans by name and be assured of getting the original.

Your requirements can be supplied from jobber's stock. There is a supply convenient to you.



## Send for Free Can of Faust Instant Coffee

Faust Instant Coffee is pure, refined coffee in soluble form. It enables you to serve coffee to your customers at all times, for you only need to add boiling water to Faust Instant to make a delicious cup of coffee.

In order that you may know Faust Instant we will send you a free can—sufficient to make 20 to 30 cups—for your use. Serve it to your customers. See how easy it is to make. See how it registers both with your customers and in the cash drawer.

There is no obligation whatever. Just send us your name and address and the 30 cup can of Faust Instant Coffee is yours.

**C. F. BLANKE SALES COMPANY**

Dept. S

St. Louis, Mo.

## Do These FACTS Mean Anything to YOU?



When salesmen call, do you know—know positively—what their prices *should* be, or are you buying in the dark? Can you stock up on items whose price is rising and hold off items whose price is dropping? Is your sale price made intelligently—and profitably—based on what it would cost you to re-stock today? **DRUG TRADE WEEKLY'S** market service answers these questions. These market facts add from 2% to 10% to the total net profits of many subscribers. Are these extra profits worth \$3 to you—\$3 for a year's subscription, 52 issues?—Then mail your check today to **D. O. HAYNES & CO., Publishers, 3 Park Place, New York City.**

# To Increase Fountain Profits and Build Reputation---Serve

## *Havacone*

REG. U.S. PAT. OFF.

*The Guaranteed Pure Cake Ice Cream Cone*

**No Grease**  
**No Coloring**  
**No Preservatives**  
**No Breakage**

There is *one* best—and that is Havacone!  
Don't take our word for it—try *Havacone*.  
Ask your Jobber.

### ***Important!***

If your Jobber hasn't Havacone in stock write us his name, and get a Sample Box Free.

**Cone Company of America**

Third St. and Van Alst Ave.  
Long Island City, N. Y.





# Soda Success Insurance

FOR

## \$3.00

**W**OULD you pay a three dollar premium to insure the success of your fountain business? Of course you would—mighty quick!

**IF YOU** are a soda fountain Proprietor **THEN YOU** are a soda fountain Dispenser can make such an investment. Just three dollars for the seasoned, practical, money-making advice published each month in **THE SODA FOUNTAIN**; the **DISPENSER'S FORMULARY** with its **3800** tested formulas; and the new trade-winning specialties in **100 BEST FORMULAS** by 100 crack Dispensers.

Prohibition will bring a royal opportunity for fountain owners and fountain workers. It means bigger sales and bigger profits—bigger responsibilities and bigger salaries. But it means these things only to the men—Owners or Dispensers—who are prepared to grasp this opportunity; the men who “know how”.

These three publications are the recognized standard authorities, the “know how books of the fountain trade”.

D. O. Haynes & Co., 3 Park Place, N. Y.  
Enclosed find \$..... for which send:—  
.....The Soda Fountain for 1 year  
.....1 Copy Dispensers Formulary  
.....1 Copy 100 Best Formulas  
.....All 3 of above for \$3.00 net.  
(Canada \$3.25, Foreign \$3.50)

Full Name.....  
Business .....  
Address .....

### What You Get for \$3.00

**THE SODA FOUNTAIN** for 12 months, the national trade paper; over 800 illustrated pages. Subscription \$1.50, Canada \$1.75, Foreign \$2.00.

**THE DISPENSER'S FORMULARY**—how to make and serve over 3,800 sodas, sundaes, ice creams, lunch dishes, etc. 270 pages, cloth bound, price \$1.50.

**100 BEST FORMULAS**, the newest trade-winning specials of 100 crack dispensers all over the U. S. Price 50 cents.



# A Word About Contracts

Buying on open market is fast supplanting the habit of contracting for a Season in advance.

After a firm gets its output contracted for they are then in a position to maintain a price higher than would be the case were they selling on the open market.

**WHY ENCOURAGE THAT PRACTICE? WHAT DO YOU GAIN?**

But if you feel you must contract, why not get all that's coming to you—why not contract at our *regular offer of*

**30%**  
**DISCOUNT**  
**FREIGHT ALLOWED**

on

**“FAUST”**

**Fountain Fruits and Syrups**

Guaranteed the equal in Quality—users say actually superior—to any on the market.

**If prices go lower you get the benefit.**

This offer has met with such response and enthusiasm, we shall continue it—contract or no contract—as long as possible.

Try a Dozen. You, too, will order regularly.

**BLANKE-BAER EXTRACT  
& PRESERVING CO.**

**3224-34 South Kingshighway  
ST. LOUIS, MO.**

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Solid Pack of Fruits Especially Selected for Flavor and Soundness. Packed in Patent Top Glass Jars.

	Per doz. 1/2 Gal.
Cherry, Domestic .....	\$36.00
Cherry, Crushed .....	28.00
Cherry, Broken .....	28.00
Cherry, Whole .....	35.00
Pineapple, Crushed .....	25.00
Pineapple, Crushed, Red .....	26.00
Strawberry, Crushed .....	30.00
Chocolate, Paste .....	22.00
Peach, Crushed .....	30.00
Peach, Sliced .....	32.00
Raspberry .....	38.00
Nut Frappe, Dry .....	45.00
Nut Frappe, in Syrup .....	47.00
Walnut Maple Sundae .....	50.00
Tutti Frutti .....	35.00
Pecan Sundae .....	60.00
Marshmallow Sundae, per gal. 1.50	
Loganberries, Crushed .....	36.00
Butter Scotch Sundae .....	25.00
Caramel Sundae .....	25.00
Pecan Pieces .....	55.00
Chocolate Coconut Salad ..	30.00
Maple Peanut Sundae .....	30.00
Honey Fruit Salad .....	30.00

## Concentrated Syrup

Made from pure sugar only and Ripe, Selected Fruits and Extracts, under the most Sanitary Conditions. Packed in gallon jugs, six to crate.

Standard Strength. Dilutes 3 to 1.

	Per Gal
Apricot .....	\$3.00
Banana .....	3.00
Birch .....	3.00
Blood Orange .....	3.00
Cherry, Red, Tame .....	3.00
Cherry Phosphate .....	3.00
Cherryade .....	3.00
Chocolate .....	3.00
Claret .....	3.00
Cocoa .....	3.00
Coffee .....	3.00
Ginger Ale .....	3.00
Grape .....	3.00
Lemon .....	3.00
Loganberry .....	3.00
Nectar .....	3.00
Orangeade .....	3.00
Orange .....	3.00
Peach .....	3.00
Pineapple .....	3.00
Raspberry .....	3.00
Root Beer .....	3.00
Sarsaparilla .....	3.00
Strawberry .....	3.00
Vanilla .....	3.00
Wild Cherry .....	3.00
Maple .....	3.00



# HERE AT LAST!



## The Fool-Proof Measuring Faucet

—the faucet that syrup people have long been waiting and watching for—the faucet that insures a UNIFORM drink every time.

One push on the faucet gives a rapid discharge of exactly one ounce (or 1½ ounces) of syrup—the precise base for the best drink—service that eliminates waste.

MECHANICALLY CORRECT—cannot leak, drip, or get out of order, and is easily cleaned.

## "ROTAX" GLASS DISPENSER

equipped with the Fool-Proof Measuring Faucet, DISPLAYS the attractive, appetizing colors of your drinks.

Don't hide your drinks under counters or in porcelain urns, and ask people to buy them on faith. They want to see what they are drinking.

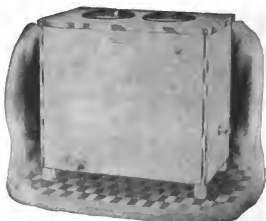
## "ROTAX-IZE" YOUR DRINKS

WRITE TODAY for catalog  
showing full line of SUPERB Coolers



380 East  
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Style No. 1-E  
White Porcelain Enamel with Nickel  
Silver Trimmings.

## Reliability

Reliability is the foundation of the success and prestige of Grand Rapids Ice Cream Cabinets.

An unswerving devotion to high manufacturing standards has won and held a reputation for reliability for Grand Rapids Ice Cream Cabinets.

Avoid experiments with ice cream cabinets of obscure origin and little reputation. A Grand Rapids Ice Cream Cabinet is a known quantity with a long record of efficient service.

## GRAND RAPIDS CABINET COMPANY

Successors to  
CHOCOLATE COOLER CO.

91 Alabama Avenue, N. W.  
GRAND RAPIDS, MICH.

# 1922

## Looks Like a Big Year

We're preparing for "big doin's"—it will be a year for go-getters—so let's make our plans early.

### SPRING PRICE LIST NOW READY

offering "SOME" prices on the complete famous Reyam Brand line of  
*Crushed Fruits, Syrups, Marshmallow Topping,  
 Extracts and Specialties*

This is the line that shows the fastest growth of any high-grade (similar) proposition in America. Quality—Service—Price have been responsible. The line is absolutely complete, too, presenting packings in all size containers from  $\frac{1}{4}$  gal. jars to 50 gal. barrels.

In 1922 as in 1921 and the other years that have passed into history, we are recognized headquarters for

### MARASCHINO CHERRIES—Red—White—Green

and when we say "HEADQUARTERS" we mean just that. We offer a bigger line, a better line, and the most attractive prices, and have the evidence right in the merchandise.

WRITE TODAY FOR PRICE LIST AND COMPLETE INFORMATION

## The Cincinnati Extract Works

422-424 West Fourth St. Cincinnati, O.

Canadian Office and Representative: WALTER S. BAYLEY, 20 Front St. E., Toronto, Can.

### REYAM BRAND TOMATO BOUILLON

### REYAM BRAND TOMATO NECTAR

are the headlines in cool weather beverages. The bouillon is highly concentrated, keeps to last drop. Packed in full qt. bottles, without preservative or color added—guaranteed to comply with pure food laws. "Just add hot water and serve." The nectar is made from red ripe tomatoes in combination with finest extract of beef and spices. Delicious, satisfying, popular with young and old.

### Other Reyam Brand Specialties for Now

include Cocoa Paste (Dark), Beef Cubes, Chicken Cubes and Clam Cubes, all of which are high quality products that are right in line with all Reyam Brand preparations for intrinsic merit.



DOILIES, CAKE LACES, CANDY CUPS, ETC.

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## Sundae Dishes

The most satisfactory  
of Paper Services

Once tried  
always used

AMERICAN LACE PAPER CO.  
LARGEST PRODUCERS OF CRIMPED CUPS IN AMERICA

MILWAUKEE, WIS.  
CHICAGO — NEW YORK  
PHILADELPHIA — BOSTON

The DEMAND is for  
**"Horlick's"**

the  
**ORIGINAL  
 Malted Milk**

Because its quality is known  
 And its reputation earned

## Greene's

Warranted  
 Not to  
 Scratch



Contains  
 No  
 Chemicals

## Mineral Paste

"The Wonder Polish"

A particular polish for particular people. Especially adapted for soda fountain use. Works like a charm—No dust—No fuss—No muss.

Send for free sample.

**GREENE MINERAL PASTE CO.**  
**KEENE, N. H.**

Dept. 5

New York Distributor

**WILLIAM J. GASSER, 273-A Water Street**  
 Phone, Beekman 3266

## Top Your Hot Chocolate

WITH

## The ONLY Topping

Which stands all tests and  
 always gives satisfaction.

## GENUINE WHIPPED CREAM

MADE WITH

## CREMO-VESCO

AND

THIN CREAM

OR

## HALF HEAVY CREAM and MILK

It whips up as easily as heavy cream and  
 stands up on your hot soda.

Send \$1.00 for a trial bottle with directions.  
 Cases, 1 doz. bottles, \$10.80 prepaid.

Pacific Coast Agents: **MILES MFG. CO.**

949 East 2nd St., Los Angeles, Calif.

**CREMO-VESCO COMPANY**

631 E. 23rd St., BROOKLYN, N. Y.



Served HOT is a most pleasing and satisfying FOOD DRINK. For 30 YEARS THE GREAT STOMACH BRACER, as it is the nearest thing in nature to gastric juice.

"Imitated Ever—Equalled Never"

With a biscuit or two especially satisfying for the business man's lunch. Most desirable trade to cultivate.

Now put up in one portion bottles—(1½ oz.). The ideal package—no waste.

**A Fresh Bottle for Every Drink**

Packed 100 bottles to the case—\$6.00 per case. Attractive fountain display sign in each case.

Order from your Jobber TODAY

Packed also in 3, 7 and 14 oz. bottles.

**E. S. BURNHAM PACKING CO., New York**

**"MAGIC" SUNDAE DISHES**

PAPER DISH PATENTED

HOLDER PATENTED

Holder Grasping  
Dish from Carton

Ready to Use

**"QUALITY SHOPS"**

EVERYWHERE

USE

**"GERMLESS"  
SERVICE****"IT'S BETTER!"**

ASK YOUR JOBBER

OR

**THE GERMLESS PAPER CUP CO.**

DAYTON, OHIO

**"Cone-Shape"**

PATENTED

12, 10, 8 & 7 Oz. Sizes  
One Size Holder For All**"Round" Cup**

Soda, Pho. &amp; 5 Oz. Sizes

**RIPPEY'S  
POWDERED  
FOAMOLINE**

(TRADE MARK REGISTERED)

**Specially Prepared****For Manufacturers**

of

**Ice Cream, Sherbets,  
Fruit Frosts and Water Ices****Rippey's Powdered Foamoline**

enriches your Ice Cream and gives it that smooth, pasty appearance, so much admired by lovers of Ice Cream.

**No Heat or Eggs Required—**

you simply mix Rippey's Powdered Foamoline with the sugar while dry, add your cream or milk and it is ready for the Freezer.

**For a limited time we will send by  
mail, postage paid,**

Full one-half pound on receipt of 25c. Also our Formulas for making Ice Creams, Sherbets, Fruit Frosts, Water Ices, Soda Water Syrup from Canned Fruits. Recipes Mailed Free on receipt of name and address. Caution: Rippey's Powdered Foamoline is packed in one pound boxes with registered trade-mark and signature of William Rippey on every box. Never sold in Bulk.

**WILLIAM RIPPEY**

No. 111 E. Second St.

CINCINNATI, O.

## THE ERA PUBLICATIONS

Every thinking druggist knows that he cannot operate his store today as drug stores were run fifty years ago. We are living in a progressive age and we must adapt our business methods to present day conditions. This same standard applies to drug journals. No publisher can expect to satisfy the druggists of today by making his journals from patterns that are half a century old. Such publications are not up-to-date; they do not supply druggists with the service they need and what they have a right to expect from their trade journals.

We have broken away from these old drug journal lines and have rearranged the ERA publications so that they will better meet the present-day requirements of the druggist as a live merchant, as well as a pharmacist. Our service is not yet 100 per cent perfect but we are on the right track, it is constantly improving, and no live druggist can afford to deny himself the valuable service now supplied by these publications.

### DRUG TRADE WEEKLY (Every Saturday)

This journal is primarily devoted to the *drug markets*, to current *prices*, manufacturers' *price changes* and to the *drug trade news*. It is intended for the *drug buyer* and for the *business side* of the druggist's occupation.

In each weekly issue we supply a most complete, independent Market Report on drugs and chemicals, also N. Y. Jobbers' prices on some 3,000 drugs, chemicals and standard pharmaceuticals, together with the Manufacturers' Price List Changes on proprietary goods.

*By far the best and most complete market and price service ever supplied to retail druggists.*

Additional to its *price service* and *news features*, this journal is a high class *commercial publication* for druggists, with many special articles on buying and selling, merchandise ideas, advertising, store management, etc. It is valuable to any druggist who wants to make a greater success of his business, and it is only a question of time when every live druggist will see the necessity of receiving this journal each week.

Subscription, U. S., Cuba and Mexico, \$3.00 a year; Canada, \$3.50 and Foreign \$4.00 a year.

### THE PHARMACEUTICAL ERA (Monthly)

Our experience tells us that the drug trade needs both a *pharmaceutical* and a *commercial journal*—one for the professional and the other for the business side of the druggist's occupation. Each is a big field in itself and one periodical cannot do justice to both.

Since we started DRUG TRADE WEEKLY we are confining the ERA to pharmaceutical, educational and legal topics, such as the progress of pharmacy, new remedies, improvements in pharmaceutical technique, news of the associations and colleges, legislation, legal rulings and decisions, with illustrated magazine articles on many interesting subjects connected with pharmacy.

The ERA will keep you posted on what you must know in connection with your prescription department; it will assist you in handling your trade with physicians, keep you in touch with the pharmaceutical world and advised on latest tax laws and legal regulations. Its new Educational Department is of special value to all drug clerks, pharmaceutical students and dispensing pharmacists, and is operated in conjunction with our home-study courses in pharmacy.

Subscription, U. S., Cuba and Mexico, \$1.50 a year; Canada, \$1.75 and Foreign \$2.00 a year.

### THE SODA FOUNTAIN (Monthly)

This publication is so well known in the fountain trade that it needs no special introduction. No druggist who operates a soda fountain should deny himself or his fountain men the help of "this dandy little journal," as one friend has affectionately named it.

Subscription, U. S., Cuba and Mexico, \$1.50 a year; Canada, \$1.75 and Foreign, \$2.00 a year.

### THE ERA PRICE LIST (Semi-Annual)

The ERA PRICE LIST took its real grip on the trade when we began supplying the *Names and Addresses* of the Manufacturers of Proprietary articles, by printing a *Number* opposite each article which referred to the manufacturer. This plan was entirely original with us and its value was soon recognized by the buyers as well as our competitors.

Our endeavor is to make the ERA list the most convenient in arrangement and the most accurate in its contents, and we are now giving this work the special attention that its importance demands.

Subscribers should watch the Manufacturers' Price Changes which are published in DRUG TRADE WEEKLY as a Supplement to the ERA PRICE LIST.

The ERA PRICE LIST is now published twice a year, Spring and Fall editions and both supplied to all yearly subscribers.

Price \$1.00 a copy, postpaid.

## Subscription Rates

All subscriptions payable in advance

DRUG TRADE WEEKLY (Saturday).....	\$3.00 a year
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THE PHARMACEUTICAL ERA (Monthly).....	1.50 a year
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THE SODA FOUNTAIN (Monthly).....	1.50 a year
Canada \$1.75; Foreign \$2.00	
THE ERA PRICE LIST (Semi-Annual).....	1.00 a copy
(Postpaid to all parts of the World)	

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(Canada \$7.00; Foreign \$8.00)

D. O. HAYNES & Co., Publishers NEW YORK



We extend to you  
an age-old greeting—

*Merry Christmas.*

May the coming year  
see all your hopes  
fulfilled.

*Milapaco*  
*Lace Papers of Character*

Paper Doilies Sundae Dishes  
Butter Chips Envelope Doilies  
Silver Plated Sundae Dish Holders

Quality is important — users  
know, and put their trust in  
dainty, enduring, pure white  
Milapaco Products. Glad to  
send samples and prices.

**MILWAUKEE LACE PAPER CO.**

Cor. Lee and Bolton Sts.  
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Est. 1899

New York Boston San Francisco  
Chicago New Orleans Montreal  
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**Extracts**

and

**Colors**

## Confectioner

**Essential Oils**  
**Colors — Flavors**  
**Extracts**  
**Emulsions**  
**Machinery**  
**Tools — Utensils**

# Merry Xmas

**Cherries**  
**Caramel Cream**  
**Nougat Cream**  
**Glaze Fruits**  
**Gelatine**  
**Nuts**

*If it's for the Confectioner  
Johnson has it*

## H. A. JOHNSON CO.

General Offices  
221-227 State Street,  
Boston, Mass.

New York Office  
28 No. Moore Street  
New York City





## Mr. Soda Fountain and Luncheonette Owner!

High Grade and Complete Hot Drink Equipment Will Keep Your Fountain Ageing in the Winter.

**PREPARE NOW!**

**SOME OF OUR SPECIALTIES**

Glassware  
Fudge Warmers  
Syrups  
Malted Milk

Silverware  
Hot Malted Heaters  
Extracts  
Ice Cream Cones

Steam Tables  
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**A CONCENTRATED  
FRUIT FLAVORING**

Splendid for Orangeade, Lemonade and Soda Fountain Syrups,  $\frac{1}{4}$  gal. jar, \$7.50, any flavor; with complete directions. Make 20 gals. syrup. (120 gals. of Orangeade or Lemonade.)

Write for **Catalogue 1-A-20**

Telephone  
Orchard 7773

**National  
Soda-Lunch Equipment Co.**  
Patented for Soda Fountains and Luncheonettes

145 BOWERY  
NEW YORK



**No. 2  
Dispenser**

### Make customers thirsty

Show your soda-fountain wares in the most appealing, thirst-compelling way. Put syrups into clear, shining McKee All-Glass Dispensers where their attractive, appetizing colors will advertise their goodness. It will increase sales immediately.

Not only do McKee Dispensers liven business but they save trouble. They're easy to clean; you always know just how much syrup is on hand; the heavily nickeled faucet does not get out of order and will not corrode. McKee Buttermilk Containers will not clog.

Write for Booklet A

**McKEE GLASS COMPANY, Jeannette, Penna.**

## ROWE'S



**Dish Washer**

A Sterilizer when hot water is used. Connections and operations same as in the Rowe Tumbler Washer.

**\$20.00 Nickel Plated**



**No-Thump  
Tumbler Washer**

With Hot Water  
**A PERFECT STERILIZER**

**PRICES FOR EACH**

**\$25.00 Silver Plated**

**L. L. ROWE, Manufacturer**

74 Portland St.

Boston, Mass.



Combination Freezer and Ice Breaker

## ICE CREAM FREEZERS ICE BREAKERS

**Of All Capacities**

We can give you quick service.

**Rees & Stindt  
Machine Works, Inc.**

535-537 West 58th St., New York City



ICE BREAKER



## The Sealright Way for Retail Bulk Ice Cream

The sooner you start packaging bulk ice cream in SEALRIGHT Liquid-Tight Paper Containers, the more quickly will you profit by the savings afforded—increased sales, and the satisfaction Sealright Containers give as the ideal, perfect package for bulk ice cream.

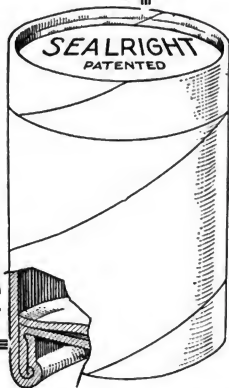
**Here's Why "Sealrights" Do Not Leak—**

A Bottom Construction Exclusively Sealright

Order Thru Your Jobber. Write Us For Samples

**SEALRIGHT CO., Inc., Fulton, N. Y.**

Largest Manufacturers in the World of Cylindrical Liquid-Tight Paper Containers



## Flexlume Signs—

Here Are Seven Reasons  
Why They Increase Sales

**H**ERE are some of the reasons Flexlume Electric Signs are particularly suited to the needs of the drug store or the place where soda, ice cream and candy are sold:

- They are day signs as well as night signs.
- They have greatest reading distance.
- The raised, snow-white glass letters suggest cleanliness, progressiveness, good taste.
- They suggest the need of the things you sell.
- They have maximum advertising force.
- They have lowest upkeep cost.
- They have most artistic designs.

A Flexlume Electric Sign will work wonders in increasing your sales. Let us send you a sketch showing a Flexlume to meet the particular needs of your business.

**FLEXLUME SIGN COMPANY**

**30 Kail St., Buffalo, N. Y.**

*FLEXLUME—Electric Signs made only by the Flexlume Sign Company*







## Perfecto Syrup Percolator

A Fountain Requisite

For the economical manufacture of simple syrup for druggists, soda fountains, and the bottling trade.

"Why pay freight on water?"

*Write for printed matter and prices*

## The Chicago Wire Chair Co.

623 N. La Salle St.

Chicago, Illinois

## CHAIRS STOOLS & TABLES

—FOR—

Drug Stores  
Confectionery Shops  
and Cafes



## ICE CREAM FREEZER

WITH ELECTRIC MOTOR ATTACHED  
FROM 2 QT. TO 12 QT.

## SODA FOUNTAIN SUNDRIES

*Catalogue on Application*

## THOS. MILLS & BRO., Inc.

Confectioners and Bakers Tools

Thompson and Eighth Street, Philadelphia

*It covers the drug news of the nation*

One of its readers has called

## DRUG TRADE WEEKLY

"The journal the busy druggist  
can read every week"

Each issue contains

Jobbers' Prices Current	Sales-Boosting Articles
Manufacturers' Price Changes	Business Record News
Independent Market Reports	Live Editorials
News of the Trade	Personal Notes

*Special Series on Successful Druggists  
Now Running*

SUBSCRIPTION RATES { U. S., Cuba and Mexico, \$3.00;  
Canada, \$3.50; Foreign, \$4.00  
A year in advance

D. O. HAYNES & CO., Publishers

3 Park Place - New York



Registers the number of drinks sold over the soda counter, according to their different denominations. For making returns under the Special Tax Law.

THE Veeder Soda Fountain Counter-Board records as separate items the number of 5c, 10c, 15c and higher-priced drinks sold, as required under the Special Tax Law. Consists of a set of from 3 to 10 counters, mounted as a unit on mahogany-finished wood base, with proper denominations stamped directly in front of each counter (see illustration above). Price of 6-counter unit, as shown, registering as high as 30c drinks, \$18; 3-counter unit, \$15; 4-counter unit, \$12; 3-counter unit, \$9. Six months' supply of sales-record sheets furnished free with counter-board—no checks to buy. Illustrated circular on request.

THE VEEDER MFG. CO., 41 Sargeant St., Hartford, Conn.

## SAVE YOUR COPIES OF THE SODA FOUNTAIN

We supply a substantial **BINDER** which holds the copies of The Soda Fountain for one year. Price \$1.00 net postpaid.

D. O. HAYNES & CO., Publishers

No. 3 Park Place

New York

# Hedges' Ever Ready Chocolate

## The Original and Perfect Instantaneous Chocolate

can be purchased  
from the addresses  
shown below:

**EVER READY CHOCOLATE CO.**

6 Pleasant St., Rochester, N. Y.

**NEW YORK CITY OFFICE**

Fabian Hedges, Inc., 33 Sullivan St.

## THE LOCK STUB CHECK SYSTEM



## CONTROL YOUR SODA FOUNTAIN RECEIPTS

The No. 1 Bronze Stand is used for checks of 5 denominations, 5c to 25c inc.

The No. 2 Bronze Stand is used for checks of 10 denominations, 5c to 50c inc.

The No. 3 Nickel Stand is used for checks of 20 denominations, 5c to 1.00 inc.

Until the War Tax be removed, special checks covering the same can be had from stock. Our booklet describes the complete system. Write for it.

The checks for each denomination from 5c to 50c are distinct in color.

All checks and stubs are consecutively numbered and boxed 3000 to a denomination.

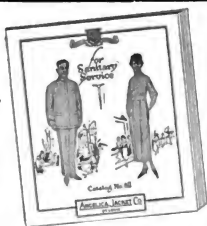
It provides a clean check for the customer.

It is the quickest, simplest and most accurate system devised.

**THE LOCK STUB CHECK COMPANY**

3 Bush Terminal, Brooklyn

20 Quincy Street, Chicago, Ill.



## HERE IT IS!

### THE ANGELICA JACKET CO'S. NEW CATALOG

With Dec. 1st Prices

Angelica garments for the soda dispenser—jackets, vests, caps, and aprons are sold direct from Factory to you. That is why they are so economical. You get better quality for less money.

SEND FOR  
CATALOG  
AT ONCE

## ANGELICA JACKET CO.

Established 1878

1428 Olive St.

St. Louis, Mo.

## Make Your Own Ice Cream

We have just the Freezer for your needs. Our Monarch line comprises Freezers adaptable to any size drug store. Our 20 quart Druggist Special will interest you.

Send for Catalogue C-16

## J.W. ALLEN & Co.

110 No. Peoria St.  
Chicago, Ill.

*"The House of Service"*



## Make it a General Order

"Christmas Seal All Christmas Mail"

"Letters—invoices—packages—every piece of mail should bear tuberculosis Christmas Seals."

Will you issue such an order and help us continue the health work which is saving over 75,000 lives in the United States each year?

The result of this tremendous crusade amounts to an economic saving of hundreds of millions of dollars annually—a salvage that affects every business in America.

Christmas Seal  Christmas Mail

The National, State and Local Tuberculosis Associations of the United States

## FOR HOT SODA

and

## Luncheonette Depts.

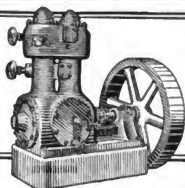
of your fountain order a copy of the new

## Dispenser's Formulary

which supplies more information on these subjects than any other book published.

Price, \$1.50 a copy postpaid.

**D. O. HAYNES & CO., Publishers**  
No. 3 PARK PLACE NEW YORK



## YORK MECHANICAL REFRIGERATION

*— A logical means of increasing your profits*

**WOULD** you be interested in a few facts showing how your net profits for the coming year would be substantially increased by the installation of YORK Mechanical Refrigeration?

There are several ways in which this increase would be obtained.

Part of it would come from a reduction in the present cost of operating your refrigerating system.

The proper preservation of an amount of stock which now deteriorates through imperfect refrigeration, would likewise prevent loss and show a further increase in your net profits.

Still more profits would come from the higher

prices you would get by serving fresh, cold, perfect drinks.

New business that would be attracted by your progressiveness and the excellence of the drinks you serve would further swell your net income.

And freedom from the worries of unreliable refrigeration would make your efforts in other departments more productive.

Our Sales Engineers will be pleased to tell you more about YORK Mechanical Refrigeration.



### YORK MANUFACTURING COMPANY

(Ice Making and Refrigerating Machinery Exclusively)

YORK, PENNA.

**THERE IS A YORK PLANT TO FIT YOUR BUSINESS**



JUST ROCK  
THE HANDLE

The Badger Nut Cutter cuts nuts fresh for each sundae as you serve it. Guaranteed to save 25% on nut bills.

Made of lacquer finished aluminum castings that will not rust, and has the appearance of silver. Frosted globe holds 2 1/4 pounds nut meats.

Ask your jobber about it, or write direct to

EDWARD R. SMITH

Oshkosh, Wis.



## Stop Thief!

A leaky coffee spout wastes only one thing—coffee. A leaky cash-system wastes your whole income—material, labor and profit.

Our soda checks plug those leaks—the big ones, the ones that worry you. And they're inexpensive, quick, and flexible.

### GLOBE TICKET COMPANY

PHILADELPHIA NEW YORK

Specialists in Numbered Printing for Forty Years

ISSUED EVERY SATURDAY

**DRUG TRADE WEEKLY**

A COMMERCIAL PUBLICATION FOR DRUGGISTS

**wants 100 articles on  
Drug Store Merchandising****To Business Writers:—**

For the purpose of rendering a valued service to our subscribers, we want a large number of high-class articles on Drug Store Merchandising, covering every important phase of drug store operations, such as Buying, Selling, Advertising, Special Sales, Window and Counter Displays, Accounting, and other subjects that can be discussed in a *practical* way for the benefit of our readers.

We want these articles for publication in DRUG TRADE WEEKLY, one or more each week; each article to run from 1500 to 2000 words in length, and for each accepted manuscript we will pay \$25.00, that price including necessary photographs and drawings.

THE PRIMARY PURPOSE OF THESE ARTICLES MUST BE TO HELP DRUGGISTS TO GREATER EFFICIENCY IN THEIR MERCHANDISE PROFITS

Each article must be devoted to some branch of drug store merchandising; it must be *practical*; it must deal with *facts*, not theories, and it must cover its subject thoroughly.

In addition to articles from professional writers, we hope to secure contributions from men who are connected with the drug business, as we wish to give our readers the benefit of their practical knowledge and experience.

*All communications should be addressed to*

Editor, DRUG TRADE WEEKLY  
3 Park Place, New York

**Drug Store Statistics**

There are 48,000 drug stores in the United States, with an annual turnover of over \$1,000,000,000 a year. This will give you some idea of the distributing value of these retail stores.

Druggists, as a class, are men of education and standing. As merchants they have made remarkable progress in the last 20 years.

Drug stores are open on an average of 50 per cent more hours than other retail stores.

The modern drug store is becoming a regular department store, and in thousands of towns is the only department store.

The druggist often sells more candy than the confectioner, more razors than the hardware dealer, more cigars than the tobacconist, more magazines than the stationer. He is constantly looming bigger and bigger on the business horizon—and we want to HELP HIM!

**D. O. Haynes & Co., Publishers**

Drug Trade Weekly The Pharmaceutical Era  
The Soda Fountain

**D. S. M.**

THINK OF IT, over

ONE HUNDRED articles on

DRUG STORE merchandising

TO BE published in

DRUG TRADE WEEKLY

ONE OR MORE articles each week

FOR THE NEXT 12 months.

NEVER BEFORE in the

HISTORY OF the drug trade

HAS THERE been such an

ENCYCLOPEDIA published on

DRUG STORE merchandising.

READ THE advertisement

HEREWITH reproduced from

PRINTERS' INK, then

LET YOUR OWN judgment

DECIDE if you can

AFFORD to deny yourself

AND YOUR CLERKS the pleasure

AND PROFIT you will

EXPERIENCE from the reading

OF THESE ARTICLES

**NOTICE**—Before deciding upon your subscription order notice our special Combination Offers. Offer No. B has been prepared especially for druggists, or No. C, if he has a soda fountain. These are our most liberal offers and cannot fail to be profitable to any druggist who wishes to take full advantage of our service.

**Combination Subscription Rates  
Order by Number**

<b>No. A—Complete Postpaid for \$4.50</b>	
1 Year DRUG TRADE WEEKLY.....	\$3.00
2 ERA PRICE LISTS (Spring & Fall)...	2.00
(Canada \$5.00; Foreign \$6.00) .....	
<b>No. B—Complete Postpaid for \$5.00</b>	
1 Year DRUG TRADE WEEKLY.....	\$3.00
1 Year THE PHARMACEUTICAL ERA.....	1.50
2 ERA PRICE LISTS (Spring & Fall)...	2.00
(Canada \$6.00; Foreign \$7.00) .....	
<b>No. C—Complete Postpaid for \$6.00</b>	
1 Year DRUG TRADE WEEKLY.....	\$3.00
1 Year THE PHARMACEUTICAL ERA.....	1.50
1 Year THE SODA FOUNTAIN.....	1.50
2 ERA PRICE LISTS (Spring & Fall)...	2.00
(Canada \$7.00; Foreign \$8.00) .....	

**USE THIS ORDER BLANK (cut it off)**

D. O. HAYNES & CO., Publishers

No. 3 Park Place, New York

1921

Enclosed find \_\_\_\_\_ for \$\_\_\_\_\_ in payment of your COMBINATION

SUBSCRIPTION No. \_\_\_\_\_ for 1922, including copies of the journals for the

balance of this year.

Please  
attach  
printed  
label.

Sign \_\_\_\_\_  
Full  
Address \_\_\_\_\_



## "An Encyclopedia of Soda Success"

**T**HAT'S what Peter Eichelman, fountain manager of the McCrory 5 & 10 cent Stores, Philadelphia, calls these three publications.

"The Soda Fountain," says George Zahn of Tellema Sweets Shops of Milwaukee, "is as necessary to an up-to-date fountain as an Electric Mixer."

"The Dispenser's Formulary" is described by Bob Barnhardt, owner of Bob's Fountain, Jacksonville, as "the Dispenser's Bible."

"100 Best Formulas" has the best and most up-to-date lot of sundaes I ever saw," says George Rattner, general manager of the Woolworth Building Confectionery, New York.

### **What You Get for \$3.00**

D. O. Haynes & Co., 3 Park Place, New York. N. Y.

I enclose.....for \$.....for which send me  
—The Soda Fountain for 1 year—1 copy Dispenser's  
Formulary—1 copy 100 Best Formulas—Your \$3.00  
offer as above.

Full Name.....

Business .....

Address .....

*Does what these four successful soda men say mean anything to you? Then prepare for the bigger business, the bigger opportunities—and the keener competition, too—that prohibition will bring to both fountain owners and fountain operators by mailing the coupon and accepting our special three dollar offer today.*



# WINTER Soda Fountain Profits? —

Yes, if you serve  
**Chocolate Malted Milk**  *piping hot*

CHOCOLATE Malted Milk may be a general favorite with your customers in the summer—but it *can be made* even more of a profit-bringer through the cold weather.

For in the winter months people actually *need more food*—and they want it hot. Display fountain stickers prominently, telling your patrons that you serve this splendid food-beverage piping hot!

It's so easy for a man or woman to get the habit of dropping in on cold days for hot Chocolate Malted Milk. Encourage this habit and increase your winter business. Serving hot drinks will keep your fountain busy the year 'round.

THE BORDEN COMPANY  
Borden Building New York



**Borden's**  
THE IMPROVED  
**MALTED MILK**





